

# Lesson 2 - Cultural Issues: Product Modifications

We will analyse how cultural issues influence international business methods and operations, specifically, modifications made to goods and services in order to adapt them to the cultures of other countries.

# Conforming to Local Regulations/Standards (1 of 2)



In some markets, products must be modified to conform to local regulations and standards. For example, the United States continues to use the Imperial system of measurement while Canada and most of the rest of the world use metric measurement. Europeans would not buy American machinery built for the domestic market because they require their machinery to be built to metric specifications. Another common product modification is electrical current standards since these standards vary around the world.

# Conforming to Local Regulations/Standards (2 of 2)

Manufacturers use different strategies to meet local regulations and standards. Some manufacturers will design their product to meet the most stringent regulations in the marketplace. Others will manufacture versions of the product for specific markets.

# Assignment #1 - The Same or Different?

- ▶ See Handout for Assignment

# Assignment #2 - Production Modification

- ▶ See Handout for Assignment