

Challenges in Developed and Developing Markets

5. Payment Problems
Risk of bad debts
Hard to recover
Different legal systems

6. Cultural Differences
Acceptable behaviour
Must be learned to trade
Cause offence

1. Foreign Languages
Communication problems
Websites in many languages
Hire linguists
Product name changes, documents translated

2. Distribution Problems
Ireland = island
Periphery of EU
Transport is expensive
Dependent on costly sea and air

3. Exchange Rates
Affects exporters to non-euro
Euro increases, price of exports increases
Less exports sold
Euro falls, price of exports decreases
More exports sold

4. Competition from Low- Wage Economies
Ireland's rate of pay is high
Leading to expensive products
Low-wage economies produce cheaper products
Knowledge-based products