

# Why Market Research is Important



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## Reading

If a business wants to sell its products internationally, it had better do some market research first. This is a lesson that many companies – including some large American corporations – have learned the hard way.

Sometimes the problem is in the name. When General Motors introduced its Chevy Nova into Latin America, it overlooked the fact that No va in Spanish means “it doesn’t go”. Sure enough, the Chevy Nova never went anywhere in Latin America.

Sometimes it’s the slogan that doesn’t work. No company knows this better than Pepsi-Cola, with its “Come alive with Pepsi!” campaign. The campaign was highly successful in the United States, and Pepsi translated its slogan literally for its international campaign. As it turned out, Pepsi was pleading with Germans to “Come out of the grave” and telling Chinese that “Pepsi brings your ancestors back from the grave”.

You can see the whole lesson from your teacher, please ask them to send it to you before the class.

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