

Multiplier

Checklist for Successful Global Expansion

Does your expansion strategy
cover all of these?

TABLE OF CONTENTS

1. <u>Introduction</u>	04
a. <u>This checklist offers a list of questions guided by the themes mentioned above.</u>	07
b. <u>Questions To Ensure Strategic Awareness</u>	08
c. <u>How To Navigate Through Hiring And Recruitment?</u>	09
d. <u>How Do You Navigate Through Local HR Policies and Labor Law Requirements?</u>	10
e. <u>How Do I Offer The Best Employee Benefits?</u>	12
f. <u>How Do I Ensure Compliant Employee Terminations?</u>	13
2. <u>Additional Considerations</u>	14
a. <u>How To Stay Mindful of Language and Cultural requirements?</u>	14
b. <u>Conclusion</u>	15



Introduction

Going global is never easy. The journey is very rewarding yet has great potential to cause risks and compliance issues if proper due diligence is not met. Businesses are constantly looking to tap into unrealized and emerging markets where they could achieve better product-market fit.

Global expansion is key to sustaining your business. Businesses navigate across international waters to:





Any business brand that makes use of the internet to make sales is virtually global. So we will not be talking about how to build a global presence.

We've built this checklist to help you ensure that your business is future-proof, compliant and offers world-class employee experience throughout the expansion lifecycle.

This checklist is to ensure that your business:

- ✓ Is strategically positioned for global expansion
- ✓ Fulfills all HR requirements
- ✓ Always contains an evergreen pipeline of talent
- ✓ Is compliant with regards to recruitment, employment, contracting
- ✓ Encompasses thoroughly satisfied employees as you embark on your global expansion journey

This would be beneficial for:

- ✓ Core- decision makers of fast-growing businesses who want to expand and scale their global presence
- ✓ Human Resources function who play an essential role in integrating the moving pieces into an effective expansion plan

This is how we built this checklist.

We analyzed quotes and excerpts from 36+ experts who have led different roles in their business' global expansion process.

Their insights can be surmised into seven themes that matter for an HR amid global expansion.



This checklist offers a list of questions guided by the themes mentioned above.



Questions To Ensure Strategic Awareness

Ask these questions to ensure that your business is strategically well-entrenched to expand globally.

- 01 What is the purpose of global expansion?
- 02 What is our status in the domestic market?
- 03 Do you have the capital for expansion?
- 04 What is the nature of the competitive landscape in potential markets?
- 05 Who would be the target market for the product or service?
- 06 Will expanding into a new territory be a foothold and gateway to other markets offering future expansion over time?
- 07 Are the countries for expansion identified?
- 08 Have you set milestones to complete each activity?
- 09 Do you have the talent to meet our expansion goals?
- 10 Do you need to establish a foreign entity or partner with a local vendor to test the market?
- 11 Is there a market exit strategy in place?

How To Navigate Through Hiring And Recruitment?

Build a compliant hiring strategy that can help you build diverse and talented teams.

- 01 Have you done due-diligence on the talent pool? What is the process to validate these candidates? Should performance alone be considered, or should academic credentials be used as a discriminator?
- 02 How are the unemployment rates in the country?
- 03 Is there enough awareness of the anti-discrimination laws of the country in question?
- 04 Is there a company-wide awareness of working hours, compensation for overtime work, sick leaves, vacation entitlements, probationary period, compliant termination procedures and a collective bargaining agreement?
- 05 What are the immigration requirements in the country in question?
- 06 Are local entities required to hire locally? If not, how do you recruit? Do you hire contingent workers or partners with an EOR?
- 07 Is there a hiring strategy in place to hire independent contractors within the chosen country?



How Do You Navigate Through Local HR Policies and Labor Law Requirements?

Some countries are protective of their employees, while others are more liberal to their employers. Stay aware of the HR policies by fulfilling the questions below.

- 01 How are the bureaucracy, red tapes, and lead times in the local market in question?
- 02 Are there experts in the organization who can help comply with local labor laws?
- 03 Is there a need to collaborate with a specialist business partner who can help navigate local employment practices?
- 04 How should employment contracts be structured and what must they specify?
- 05 What is the process for obtaining entry and exit visas?
- 06 What are the different types of work permits available for any hires that are not local nationals?

- 07 How should compensation be planned for employees?
- 08 What benefits do businesses need to offer to engage in the jurisdiction?
- 09 What are the termination regulations?
- 10 How to ensure that you comply?
- 11 How to make corrections if you are found to be non-compliant?
- 12 Is a local payroll provider required?
- 13 How can businesses plan their exit strategy, i.e., how difficult will it be to terminate employment?
- 14 If you plan to engage third-party service employees, do you have a competent local provider? Are there any legal restrictions (time limitations or type of engagement) on the engagement of third-party services employees in the jurisdiction?



How Do I Offer The Best Employee Benefits?

To attract top talent, you need to offer a competitive benefits package complying with local labor regulations.

- 01 What benefits impress employees based on the location in question?
- 02 Do the benefits offered reflect the overall values of the organization?
- 03 Are the benefits validated by data and analysis from previous organization-wide surveys, benchmarks, and reports?
- 04 Does the state provide health benefits?
- 05 Is the help of a local partner to offer and manage these benefits?
- 06 How to provide pensions that meet compliance?
- 07 How are bonuses offered? Performance-based or Discretionary?
- 08 Are there any collective bargaining agreements?
- 09 Are the benefits offered to go beyond local statutory compliance in providing benefits to satisfy employees?
- 10 How to process tax remittance and social insurance enrollment?
- 11 How to offer leaves - paid and unpaid - on days such as sick days, maternity periods, public holidays, vacation?
- 12 Are there any legal obligations to offer overtime?
- 13 How is annual leave calculated?

How Do I Ensure Compliant Employee Terminations?

Employee terminations require special attention as well. From creating compliant employee contracts to paying severance packages, every detail needs to abide by local labor laws. Check the following questions to develop a compliant global employment termination process.

- 01 What are the local termination requirements?
- 02 What to consider when terminating global employees?
- 03 Are there any laws to provide severance packages or statutory accruals? If so, how much?
- 04 Will the employee consider a release of claims?
- 05 Should you have the employee in the location in question sign a non-compete clause? If so, what is the time frame for it?
- 06 Is it a case of mutual termination or employer-driven termination? If it is mutual termination or the employee resigned, is there the proof needed to avoid paying severance?
- 07 What legally professed termination notice do I need to give employees?
- 08 Is the termination clause in my employment contract locally compliant?
- 09 What is the proper cause to compliantly terminate the employee?

Additional Considerations

How To Stay Mindful of Language and Cultural requirements?

Even silence means two different things; in the west, silence means an awkward pause creating impatience, while in the east, it means deep thinking. How familiar are you with the cultures of the chosen market?

- 01 Is there enough market research to understand how culture will affect the way you do business?
- 02 What are the official languages of the organization? Does it require revision?
- 03 Are your company leaders confident in their cross-cultural interactions?
- 04 Do you need to translate internal content assets to a standard or local language? What is the cost?
- 05 Are there a diverse group of stakeholders and advisors who can help us navigate through cultural differences?
- 06 Do you need to increase autonomy in decision-making for local leaders to make tough calls and authoritative decisions?
- 07 Are the cultural implications of the sales process understood?

Conclusion

Global expansion requires expert help and extensive counsel. Use this checklist to streamline the areas where you'd have to do due diligence to avoid any legal and compliance pitfalls.

Assure the success of your global expansion plans by partnering with an Employer of Record like Multiplier.

Trusted by 65+ brands globally, Multiplier's Global PEO solution extends its assistance to ambitious businesses like you looking to establish yourself as a global player. With this self-serving SaaS platform, you could transform your business into a worldwide entity. Our in-house experts have renowned knowledge of global markets and can make your expansion effortless.

Multiplier

We Want You To Expand
Fast At Fair Prices.

Get The Multiplier Advantage.

Speak with us

www.usemultiplier.com

