**Computer and electronic category: Seiko Epson Corp**

**Student’s Name**

**Institution affiliated**

**Computer and electronic category: Seiko Epson Corp**

Seiko Epson Corp is a Japanese company specializing in the development of printing solutions, wearables, communications, and industrial products. It is headquartered in Suwa-shi, Nagano, Japan

The United States is a favorite destination for many companies seeking to expand externally. This is due to the favorable business environment. Based on the PESTEL analysis of the US, it is easy to find the pros and cons of Seiko Epson expanding to the US. To start with, the US is a preferable destination thanks to its political and economic liberties. The US is the largest democracy with a good political environment. US Elections are free, fair, transparent, and conducted regularly (David, 2018). US remains a global economic leader with a good GDP. Importantly, the US has a large population with diverse sub-groups comprising blacks, Hispanics, Asians, Latinos, and whites. This population provides a substantial market (David, 2018). One main con of business expanding to the US is the legal constraints imposed by the government. There are stringent regulations barring migrants and people from visiting and working in the US.

There are emerging markets across the world potential for Seiko Epson Company to expand its market. These potential countries are Brazil and China. Based on their PESTEL both countries have high populations, politically stable, and strong technologies (Rahaman. 2019). Compared to China, Brazil has weaker technological development. However, existing tension and rivalries between China and Japan will make it difficult for Seiko Epson to expand to the Chinese market. The best country for Seiko Epson Company to expand to is Brazil due to its fastest-growing economy, and large population as well as favorable social factors.

In summary, the USA ranks second for Seiko to expand its markets. The best destination is Brazil and the third is China. Other potential countries include Russia, Britain, South Africa, and India, which rank consecutively. The reason for choosing Brazil is its fastest-growing economy, low labor costs, favorable political environment, and a high population providing a market for Seiko Epson (Rahman, 2019).

**References**

David, J (2018) PESTEL Analysis of USA. Retrieved 12 Oct, 2019 from <https://www.howandwhat.net/pestel-analysis-usa/>

Rahman, M (2019) PESTEL Analysis of Brazil. Retrieved 12 October, 2019 from <https://www.howandwhat.net/pestel-analysis-brazil-brazil-pestel-analysis/>