Sprint Corporation

Student’s Name

Institution affiliated

Sprint Corporation

Sprint Corporation, one of the top 5 wireless service provider companies in the United States, wishes to expand externally and is targeting the Canadian market. Canada is a favorable country to expand operations since it shares a good relationship with United States as there is an extensive and smooth flow of goods, services, people, ideas, and technological exchange. Sprint Corporation, however, faces socio-cultural barriers that impede its expansion. There is a possible language barrier since Canada uses two official languages – English and French. Sprint Corporation has difficulty reaching French customers and may need to enlist services of translators.

Soft and hard technologies provide a competitive advantage to the company. Skillful employees, together with a strong brand portfolio, are relevant soft technologies that Corporations need as it expands internationally (Nwabueze & Mileski, 2018). Sprint’s hard technology includes a robust supply chain consisting of a healthy relationship with suppliers, and its strong mobile network towers. Soft and hard technologies, however, provides little help because of stiff competition in the target market. To compete favorably, the company has to reassess its strategy and find a working formula that offers a competitive edge. A merger with T- Mobile is helpful since it reduces competitors and enables the companies to combine resources hence reducing cost.

The government plays a critical role in shaping Sprint’s quest to expand to the external market since the government has political and economic determinants that may either support or affect business (Dycus, 2018). An increase in taxes and strict government policies may influence Sprint’s performance in the market. Political stability, together with government policies on interest rates, influence the company’s performance. Canada provides an ample political environment and has good economic policies that support both homegrown and foreign organizations. Customer service theory provides for customer satisfaction and loyalty. The theory is instrumental in enhancing flexibility, trust, efficiency, reliability, and empathy in the company (Trail, Anderson & Fink, 2010). Excellent customer relationship will help the company attract new customers and retain existing ones; this will improve the company’s profitability

**References**

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