

Many counties are growing with the expansion of new businesses. When more businesses are formed, more jobs are created. While thinking of different alternatives for helping out businesses as well as becoming a Multi-National Corporation I found that I could develop a staffing company to showcase the talents of people not only in the US but also internationally. The name of my staffing company is Intel Staffing Group and as of right now we're only located in the United States. My goal is to help various businesses find workers, either temporarily or permanently, to help better their company. I plan on offering training programs that deal with diversity, communication, technology, ethics and also the Intel Staffing Groups mission and vision. After we train our employees we will then send them out to other businesses that need assistance. These employees will not only be able to work for the particular company but they will also be able to participate in our training transfer program, which is when an employee is able to take what they have learned and teach others on the job. Intel Staffing Group looks at the world and workforce in a way that most other staffing companies do not. We not only want to spend people out to get jobs but we want to establish relationships with the international companies to somehow build a long-term venture. Our process of relationship building focuses on targeting the right clients, finding the decision makers, being persistent, leveraging past success, and differentiating with action. We specialize in having the best recruiting skills and we provide good services including being responsive, caring, understanding, and providing the proper follow-up and feedback to our clients. Since I do want to make this an international business I feel that the perfect place to build it up would be Brazil. After I get the company up and running I will then try to expand to other countries. The purpose of this paper is to share my vision of why I feel that Intel Staffing Group will be a top business within the United States as well as become internationally known. I will be discussing Brazil, my management plan,

organizational strategy, international components, organizing my work, and communication issues.

Brazil is not only a beautiful place to live but it also has the fifth largest population in the world. This country is the most popular when compared to countries in Latin America. Brazil has a motto that states “Order and Progress”. This country believes in controlling everything so that everyone is on the same page. Brazil includes twenty six states and one federal district. Their Governor is elected by popular vote and each state has a legislative council and a mayor. In the past, Brazil was a Colony, Empire, and a very dominant country in South America. It is politically stable and has a good relationship with all western countries. Intel Staffing Group will be able to use some of Brazil resources such as financial stability, land, renewable sources, and tourism. Brazil has been able to overcome many obstacles that have caused them to lose out on money but recently they have sustained growth and moderate inflation. According to the U.S. Department of State many business groups and international organizations have highlighted the need for Brazil to improve its regulatory environment for investments and to simplify the tax code in order to attract increasing levels of FDI. Therefore, even though Brazil is open to international business sometimes it can be a challenge doing business with them. Since the United States is the biggest foreign investor in Brazil this could put my company in an advantage when it comes to expanding over in their territory. This is the main reason why I feel that developing an international staffing company is the best thing for this country.

The main purpose that my company wants to focus on is finding jobs for people within Brazil and if possible transferring workers from the United States to their company to work. I feel that this will be very successful especially since Brazil unemployment rate rose to 7.5 percent in May (businessweek.com). Brazil should be a country that is economically advanced especially since

they show the most economic growth within Latin America. People need jobs in today's society. There are too many jobs available for people not to have a stable place to work and provide for their families. Therefore I believe that bringing a staffing company could make it easier for the people who cannot find jobs and companies who need workers but cannot find qualified employees. Brazil is a country that puts a lot of emphasizes on networking through friends, families, colleagues, professional associates and industry contacts but they believe that a resume is just as important when it comes to hiring foreign job seekers. The process of obtaining a job in Brazil takes the same procedures as any other country. They still require the future employee to fill out an application, turn in a resume, and attend an interview. Intel Staffing Group will offer employees a chance to build up their resume and if they do not have a resume we will have them develop one. We will also give people a chance to learn the skills needed for the specific job that they are applying for.

Going global will allow me to provide effective training to various cultures, provide better services, increase cultural awareness, make other businesses known worldwide, and decrease certain communication barriers. When going international I like to focus on the proactive reasons which include the economies of scale, seeking out markets to gain new customers, seeking out cheaper material and more readily available resources, and providing incentives. Globalization is more cost effective and management is streamlined but it is definitely worth the price. Brazil is a country that already has up-to-date forms of technology. Their technology is very close to the United States. They have developed The Brazilian Society of Computer Scientists (SBC) which is the key behind the development of the information technology industry in the country. There are numerous employment opportunities in Brazil but most people are not finding the jobs openings. The demand for computer analysts, programmers, systems administrators and web

developers will only continue to grow. Brazil is a great place to expand due to management views, economic growth, and technological advancement.

Management in my company will concentrate on our strategies that we want to focus on when developing Intel Staffing Group. I understand that having a successful strategy requires the right people, technology, knowledge, and insight. We want to strive for the best by getting involved with people, because we understand that people are the driving force of any business. This is why having great communication skills is so imperative when starting an international venture. Before going expanding out of the country we want to make sure that we have the proper tools for communication. We understand that there will be some cross-cultural communication issues such as differences in negotiation styles and nonverbal communication but we also understand that not everyone is going to speak Spanish; therefore we will do research on their culture as well as provide courses for those who are interested in being employed within Brazil. We are even willing to provide translators for those who do not speak Spanish. However, most of our employees will be bilingual.

Knowledge and communication is required to analyze the data, develop a course of action, and lead the strategy's implementation. And having the right insight is the key to understanding that your customers want and expect. These are some of the tactics that Intel Staffing Group plans to use to establish a great company. The Intel Staffing Group organizes the workplace by setting up a schedule to meet with a specific business. As we meet with that company they let us know what types of skills are needed for the job and what type of employees would best fit the job description. The team managers at that point search our database to find resumes, degrees, or any kind of information that an employee has turned in and chooses the best candidate. After we chose the employee we meet with them and tell the person about the job description. If they are

interested we set up a time and place for them to meet with their future employer. When this process is over the employee receives a paycheck and we make a profit for being the company that finds the workers. This can be a long process but we take pride in finding the best person as well as satisfying our needs.

Intel Staffing Group will be more organized and upscale compared to your average staffing company. We believe in loyalty, commitment, and trustworthiness. We focus on making sure that we have the right people to satisfy our perspective employers' needs as well as our employees. I want this business to be a part of people's top of the mind thought process. When people think of looking for employees I want Intel Staffing to be the first place they think of. We devote a lot of time and energy to making this company stand out and I feel that with the help of Brazil we can continue to grow and become the Multi-National Corporation that I know we can be. Once Intel Staffing Group becomes well known I will begin to bring the people that I have training within Brazil to the United States for better opportunities and to show that they learned from my organization. This process will make room for everyone from different countries to come together without having any unnecessary barriers. This is a great company with much to offer.

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