

Memo

To: BeGood Inc. Board Chair
From: BeGood Inc. Staff Accountant
Date: 12th January 2018.
Re: Accounting Information Systems

Technological paradigm presents one of the most critical aspects in almost all aspect of operation in the contemporary world businesses. It is significantly impossible for firms to remain complete in today's global market niche without strategically applying technology. Globalization presents a very crucial platform upon which the management is based. Globalization facilitates opportunities for business to develop, advance, grow and increase profitability. AIS has, in myriad ways, influenced significant changes especially the way companies relate with their affiliates, partners, and another stakeholder. There exist different types of AIS today. Established in various architectural structures and design, most AIS is primarily founded on a three fundamentals frameworks or mechanism. These include local responsiveness, value chain coordination, and value chain configuration. For business entering the international market for the first time, Local responsiveness present the most critical mechanism to strategize. Local responsiveness practices significantly define the prospects of value chain coordination and value chain configuration mechanism at a later stage of the business development in the new market niche. Local responsiveness refers to the strategic implementation of the efficient distribution channel, improvement of brands features, pricing and advertisement to stimulate local image and perspectives of the business.

With regards to BeGood, the business apparently manifests a significantly poor functional strategy. It has remained stagnant to its old and archaic ways of operations. The business

management is characterized by fear of change. As such, to facilitate expansion and diversification, the company need to embrace modern automated computerized AIS. Recommendable, one of the leading AIS software, that BeGood's management should consider using is the FreshBooks AIS. FreshBooks AIS is a highly intergraded system. The AIS is highly simplified. FreshBooks AIS constitutes a convenient system design architecture and user-friendly interfaces. Going global is, however, not short of gainsays. There exist significant political disparity and conflict within the various frameworks of law, policies, and regulation of different countries across the globe. Some of the essential element of consideration, in this case, include political stability, security, tariffs, quota and taxation mechanism of the targeted host country. Other issues that a corporation must review include the trade control, technological advancement, economic trends, bureaucratic integrity and demographic aspects such as cultures and religions.

Venturing into international markets is, notably, a strategy subject to influencing significant incoherence and inefficiencies within critical processes of business operations. For instance, different technical standards and specification may present essential challenges especially in regards to AIS configuration. Moreover, overreliance on IT and other technologies predispose businesses to significant risk factors such as cyber-attack and data theft.

Best regards,

Name.