Thinking about Where We Set Up our Office

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Abstract. A large multinational company to enhance its degree of internationalization, is under. Investigation and the establishment of six international offices, and employees of the divisions hope to master one or more languages other than English. In order to increase the company's international influence again, I chose to set up an office with more official language users. Using the forecasting model, I predict the changes in the language population in the next 20 years and choose six job based on the strategy Ground The last question, the purpose is to increase the company's resources, I analyze the five influencing factors, the use of analytic hierarchy process to analyze them, observe their impact on the purpose of the degree, and then six of the target countries to analyze, compare the rate of return.

Keywords: Language; influence; office; company.

1. Introduction

Considering the above some factors, I need to predict trends in global languages and model the distribution of users in all languages. Based on the results of my predication, I will propose the best global layout of the six international offices (which will differ in the short and long term). In addition, it is within the scope of our study that the language used by each international office is most advantageous to the development of the office.

2. Introduction of My Thinking

I need to predict trends in global languages and model the distribution of users in all languages. The various languages here should be included in the top ten list. Then I will predict the quantitative change in the population of native speakers and general speakers over the next 50 years. Based on the results of the prediction. I will propose the best global layout of the six international offices (which will differ in the short and long term).
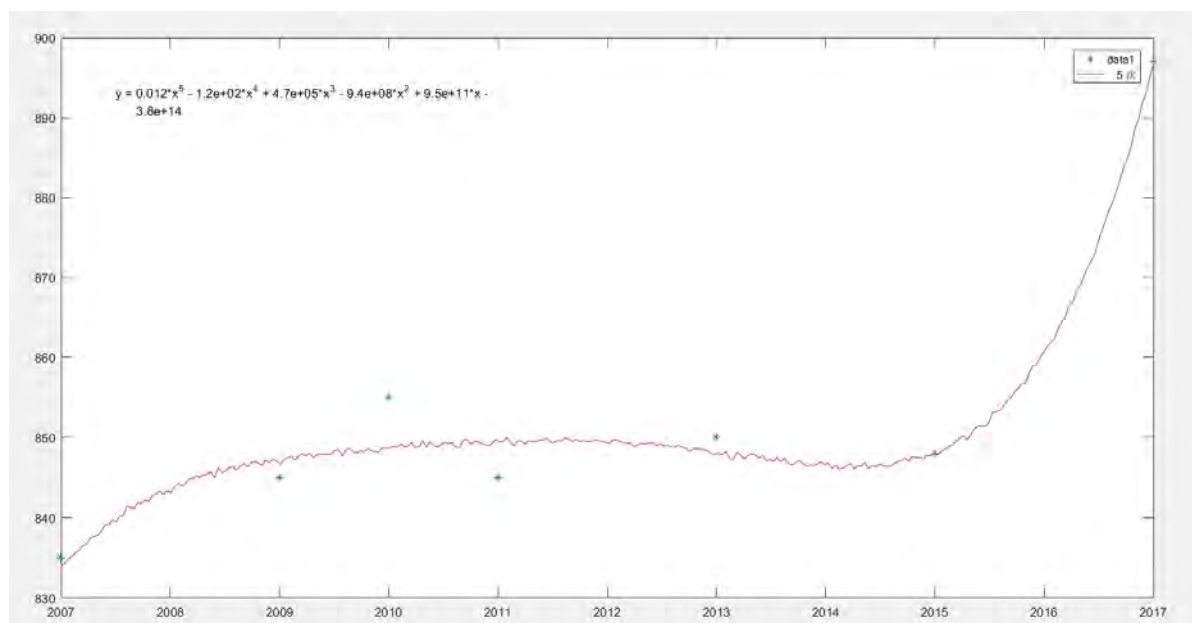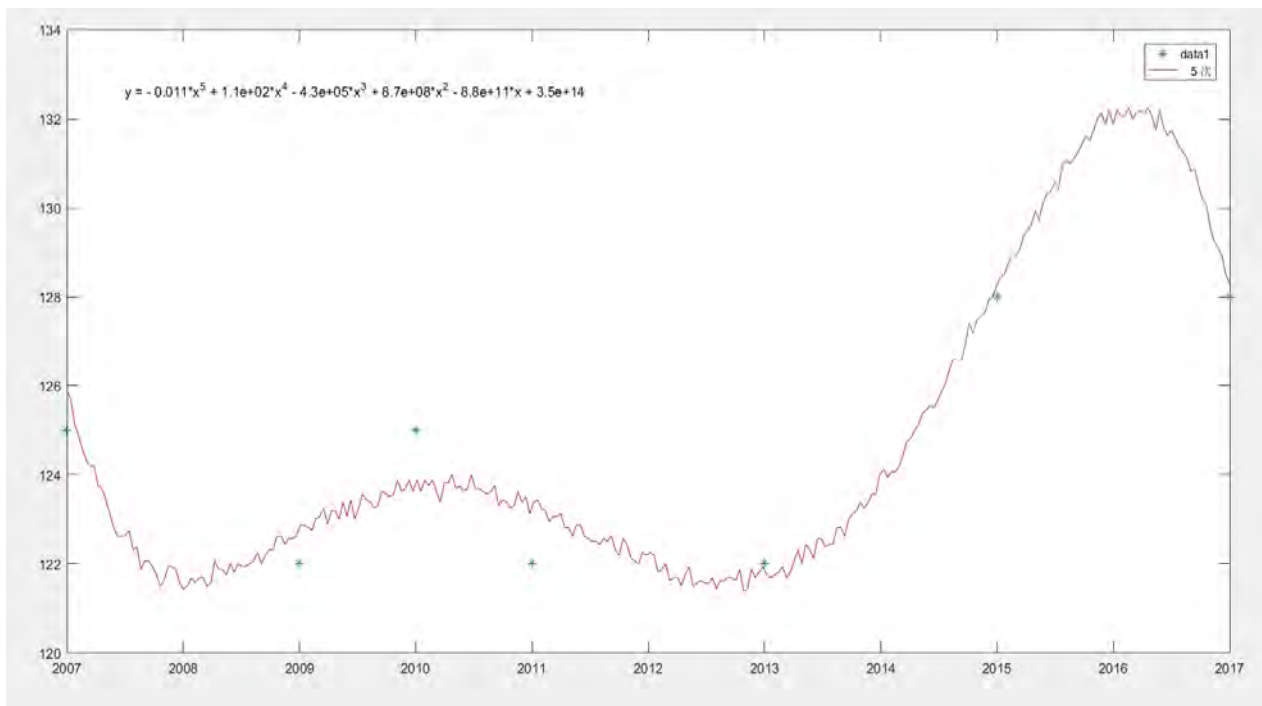
2.1 Prediction

Fig. 1 Chinese

$$y = -0.011*x^5 + 1.1e+02*x^4 - 4.3e+05*x^3 + 8.7e+08*x^2 - 8.8e+11*x + 3.5e+14$$

Fig. 2 Japanese

$$y = -0.00018*x^6 + 2.1*x^5 - 1.1e+04*x^4 + 2.8e+07*x^3 - 4.2e+10*x^2 + 3.3e+13*x - 1.1e+16$$
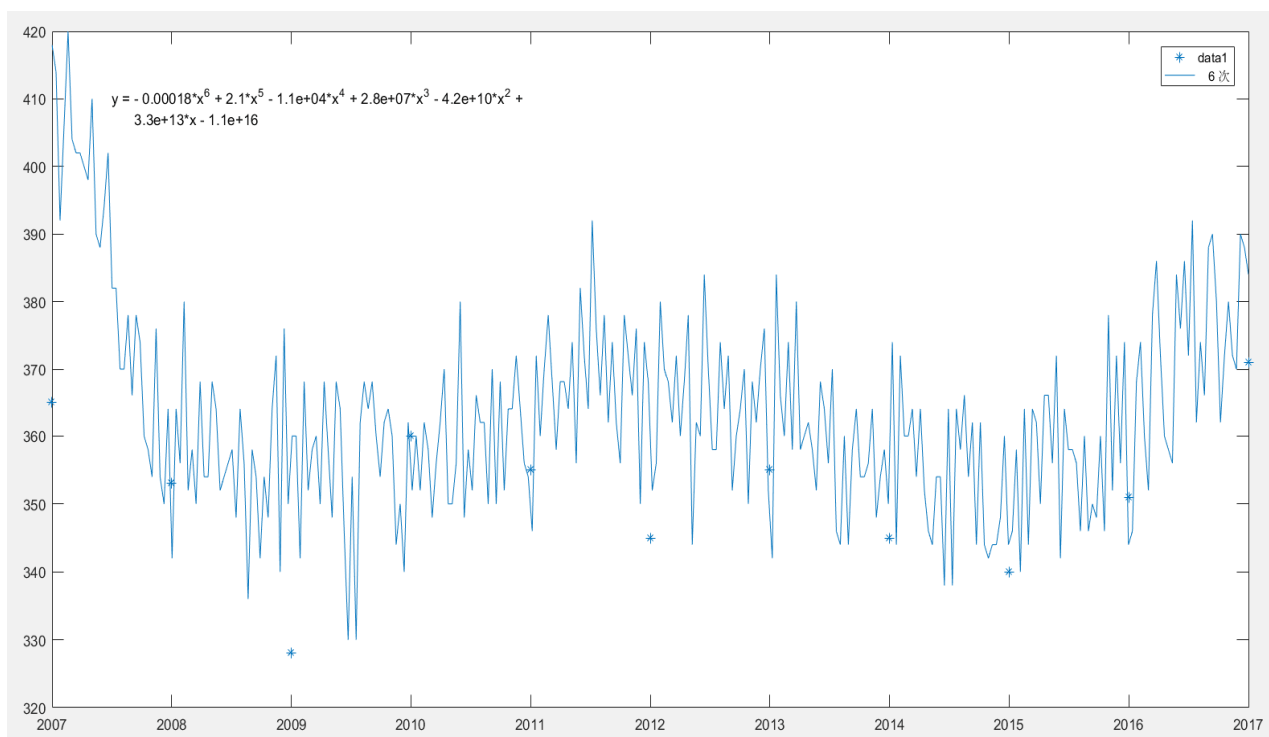
Fig. 3 English

2.2 The Results

Based on the results of the prediction after excluding the two languages, English and Chinese, I ranked the total number of users in the other eight languages for the next 50 years. In addition, I have also considered the influence of the state in international status, international trade, international exchange and international influence. I have proposed the establishment of country offices in the following six countries: Saudi Arabia, Spain, Argentina, Russia, Tokyo and India. For each office, which language choice should be used, I considered the official language of each selected country and the use of the official language in that country. As shown in the following table

Table 1. The official language of each selected country

Country	City	Language
Saudi	Arabia Riyadh	Arabic
Spain	Madrid	Spanish
Argentina	Buenos Aires	Portuguese
Russia	Moscow	Russian
Japan	Tokyo	Japanese
India	New Delhi	Hindi

By analyzing the SSM model, I find that the practicality and social stability of customers have a significant impact on the company's resources. Only in a harmonious, stable and prosperous society will the country offices have a foundation for sound development. In addition, as a service type of company, the practicality of customers should be the primary consideration of the company's top decision-makers.

Based on the results mentioned above, I give the following suggestions: I recommend that the company establish five international offices and the other one is located in Riyadh, the capital of Saudi Arabia. Riyadh in the Middle East, most likely affected by the war in the surrounding unstable areas. I therefore recommend that the company remove its international office in Riyadh, the capital of Saudi Arabia.

3. Summary

Based on lots of data, I not only set up the multivariate regression model for imitating the distribution of language users and forecast its changes in next 50 years. But I also analyse the influence of social media influencing.Taking into account the changing nature of global communications and the goal of saving customer resources, I propose to remove the international offices that relocate to Riyadh, the capital of Saudi Arabia.

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