



A CFI Information Sheet

What's In A Name? 5 Key Do's & Don'ts for Choosing a Great Company Name

The name of a company is probably *the* most important starting point in any marketing strategy. Get it right and you'll have a fantastic advantage in promoting your business but get it wrong and you will face an almost insurmountable obstacle in attracting customers.

Here are some points to remember when coming up with a name for a new company or for re-naming an existing one:

1. Keep it simple:

- **Be brief-** Names with two or three syllables will work on the phone or internet even if people have never heard or seen it before. Test the name with your family and friends.
- **Avoid complicated words-** If a client has to ask how to spell it once, that is OK (and may even help with recall). But if they have to ask a second time, this is a bad sign.

2. Indicate what your company does:

- **Be clear-** A name such as "Donut Delivery Limited" leaves no question about what the company does.
- **Avoid being grandiose and vague-** a name such as "Premium Worldwide International Widget Company limited" may invite scepticism, especially if the registered office is somebody's garage!

3. Be memorable and unique:

- **Apply good alliteration-** One of the most famous brand in the world, Coca Cola, is only four syllables but is memorable because it rolls off the tongue.
- **Avoid abbreviations-** While most people will know who IBM, HSBC, NBC and AIB are and what they do, these companies have spent many years and many millions in developing their 'brand'. For a new company, abbreviations can be confusing and hard to remember.



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4. Give yourself room to grow:

- **Choose a name that won't 'age'**- A name will become dated if it is connected to a particular technology or topical phrase. For example, "Telex Consultants" (*where are they now?*) or 'Groovy Cassette Tape Limited'.
- **Avoid narrowing your scope**- Giving your company name a geographical element can be quite limiting when you expand beyond your locality. For example, 'Ennis Roofing Company Limited' is unlikely to attract customers from Dublin, Donegal or Cork even though they may provide a nationwide service.

5. Consider availability:

- **Be web friendly**- Make sure that your company name will easily translate into a domain name AND that the domain name is actually available to you.
- **Avoid refusal from the CRO**- The Companies Registration Office (CRO) will refuse a name if it is offensive, suggests State sponsorship (e.g. 'National Coal Company Limited') or is similar to a name already appearing on the register of companies (e.g. 'Fenix Enterprises Ltd' vs 'Phoenix Enterprises Ltd').

How can CFI help?

Choosing your company's name is a big decision with many factors to consider. Our staff here at CFI have a wealth of experience in this area and would be more than happy to assist if this process has you feeling overwhelmed or confused.

Company names can be checked on our website: www.formations.ie

It is also wise to check the name against trademarks, which can be done at: <http://www.patentsoffice.ie/en/homepage.aspx>

For assistance with any aspect of this topic, why not contact Joanne Browne at joanne@formations.ie for advice on submitting your name for CRO approval?

Very Important note:

The information in this document is of a general nature only and is not intended to address the circumstances of any particular person, corporation or entity. There is no guarantee that the information in this document is accurate as of the date it is received, or that it will continue to be accurate in the future. No individual or entity should act on the contents herein without first taking appropriate legal, accounting and taxation advice that is specific to their circumstances.



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