

GIVING ENTERPRISE A NAME

Name of an enterprise is not important except for what it puts into it, through distinction with which it serves the market.

However, for a prospective entrepreneur, a name, as a part of the first introduction, might preferably convey what it stands for. And in that context certain guide lines need to be indicated:

- The name should convey the nature of the business it stands for, viz. manufacturing, import export, bank, insurance, restaurant, clinic, etc.
- It should indicate the legal status of the company, viz. private limited company, partnership, proprietorship, etc.
- Name should be short and simple for customers to remember, i.e. it should not be unnecessarily long.
- Name should be innovative and new and not similar to some other familiar names already in the market
- It should not infringe the patent rights of some other company which may have a legal brand coverage
- The guide lines laid down in the Company Ordinance 1984, as amended from time to time, must be observed
- The name should not have some awkward or odious meaning or connotation in some other language or some other culture.
- It should not convey any regional, linguistic, racial or sectarian bias.