

An Introduction to Multinationals

- A **multinational company (MNC)** is a business that is registered in one country but has **manufacturing operations** or **sales outlets** in different countries
 - For example, Starbucks headquarters are in Washington, USA but they have 32,000 stores in 80 countries

- Factors such as **globalisation** and **deregulation** have contributed to the growth of MNC's, especially in developing countries

- MNC's choose locations based on factors such as **cost advantages** and **access to markets**
 - Nike originates from the USA, but 50% of their manufacturing takes place in China, Vietnam and Indonesia due to the lower production costs in these countries

Benefits & Drawbacks of Multinationals

- Approximately **60,000 multinationals** are responsible for around **half of the global trade**
 - Many of the world's largest multinational corporations have their headquarters in developed countries such as the **United States, Japan and Germany**
 - Increasingly, MNCs base some of their operations in **China**, one of the world's fastest-growing economies
 - China is the headquarters of many growing multinational corporations, such as Huawei Technologies, Lenovo and Haier

The benefits of operating as a multinational

The Benefits of Operating as a Multinational Company

Advantage	Explanation
Low costs	<ul style="list-style-type: none"> • MNCs can access lower-cost labour and/or raw materials by moving to different locations or exploiting economies of scale
Potential for high sales	<ul style="list-style-type: none"> • They have access to a large customer base with potential for high levels of sales
High profile	<ul style="list-style-type: none"> • Multinationals are well-know businesses whose products have a greater chance of being successful

An Introduction To The Multinationals

AN Whitehead



An Introduction To The Multinationals:

The Top Books of the Year An Introduction To The Multinationals The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous engrossing novels enthraling the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the captivating narratives that have captivated audiences this year. An Introduction To The Multinationals : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papan, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and thrilling novel that will keep you guessing until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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