

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

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