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There have been significant changes in the perspectives on international business in the contemporary society. Countries as well as economic blocs are continuously reviewing their positions in the various markets, in turn influencing the performances of various companies and investments within the affected markets (Cumming & Zahra, 2016). Therefore, an investment in the international market should be considerate enough not only of the existing market conditions in a particular country or region, but also the potential future of the region on economic and political issues.

An investment in the automotive industry with particular focus on parts for vehicle units from American companies would be an ideal investment. The global motor vehicle industry has experienced significant changes in the contemporary era, with significant restructuring including exit and entrance of various companies into different markets (Law, 2017). Consequently, investing in the supply of spare parts to different markets, with a focus on different American companies would present a large enough market which would in turn present economies of scale and increase the possible business viability.

Such an investment would require an analysis on possible changes in the industry across the various markets. For instance, the change in the American-Chinese political relations could influence the markets interacting with either of the two countries from a political perspective. Consequently, an investment in the markets in which China has an influence would be a relatively high risk particularly due to the ongoing trade relations between the two countries. Consequently, an investment in American products within such an economy may not succeed as anticipated in the long run.

Nonetheless, any international investment is bound to present challenges to the investors in the early stages of the business. In this case, investment in Europe and Asia would require significant due diligence to market and consider the existing demand for the American products. For instance, Asian car manufacturers have a significant market share within the Asian market, which in turn influences the chances of success for international investors within the said markets. Consequently, popularization of the products would be dependent on the existence of a market for American vehicle units.

Notably, such issues in marketing are especially significant since they are beyond the investor’s control. In any case, there will be the need for the American vehicle manufacturers to have a sizeable market share in the identified markets for the company seeking to market spare parts to succeed. Otherwise, the investment in marketing efforts would be of limited significance to the international business’ success.

The identification of the ideal countries of investment would be critical to success of the international business. In this case, France and Spain offer ideal countries for entry into the European market, with the potential to serve the North American markets. The Spanish economy may be an important destination particularly due to the possibility of influence on the North African market, but it presents a challenge due to the challenging economic conditions in Spain. On the other hand, France offers a stable market for the company, but the competition from Italian and German automakers infers that American units may not be as many in the country.

Ultimately, France would be the better of the two countries due to the country’s stability. In any case, with the chances of vehicle repair being less expensive, people in the country could end up considering American car products, which could create a market for the American car manufacturers. Therefore, the French market would not only be ideal in the short-run, but it also presents an ideal market of investment for the company’s prospects for future success.

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