Global Strategy

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A global strategy is defined as an expansion strategy where a business targets globalization so that its revenues are not confined to its borders. Aside from global strategy, there are other strategies that a business can decide to pursue. Firstly, there is the multi-domestic strategy where the organizations have a goal of meeting the needs of the markets that are local. They get to customize their goods extensively. This strategy is the complete opposite of global strategy since, in global strategy, the goods are standardized and target maximization of their efficiencies so as to have low costs. There is also the transnational strategy where the organizations have a mix of global and multi-domestic strategies (Eriksen 2018). This is because such organizations target the local markets as they also pursue global integration. Lastly, there is the international strategy where they neither seek to meet local markets nor integration globally. Their main activities take place in their headquarters and products manufactured there and sent to the customers worldwide.

Several countries are well suited for globalization. Out of the long list, there is Germany, Denmark, and Sweden which would best be suited by the furniture industry. However, all strategies have their pros and cons. In terms of the pros, the global strategy will ensure wider access to an organization`s goods and services. Also, the global strategy ensures that information about an organization is well spread to different people across the world. Again, a global strategy can help lift people out of bankruptcy since with the wider market; they can sell their goods and be able to leave the situation of bankruptcy. Nevertheless, there are still some cons to the global strategy (Steger 2017). Firstly, the local industry of the county may be affected. In the case of the furniture industry, the local manufacturers of furniture in the countries may be affected since their sales may go down especially if the furniture coming in is cheaper. Secondly, globalization may facilitate homogeneity in the culture due to having standard goods being brought in.

Given a choice, I would choose Germany. Germany has been doing well for a long time when it comes to globalization. Organizations that have taken their goods to Germany have not been disappointed since they have made returns as the market does not disappoint. Also, unlike in other countries, Germany is able to establish a balance easily. This is in the sense that, in as much as it takes products from other places, its local economy is not compromised. The local goods being manufactured in the country are making sales just as the other goods coming from different countries. Again, Germany would not be affected by issues of homogeneity since the goods being produced in the country are already many. Therefore, the goods will be of a vast range since not all goods are coming from different places, there are still many goods of different nature produced locally. A person would choose a different country as opposed to Germany since Germany lately has been associated with unemployment due to globalization. This has gotten to occur in the local market since some of the people are losing their jobs due to issues of other markets taking over. There have also been issues associated with high taxes being imposed on goods and this may act as a discouraging factor to many. Nevertheless, I still believe Germany is a good market to establish one`s grounds since in as much as they have the few limitations, they have been in the business for long and they know how to operate when it comes to globalization. All in all, globalization ought to be encouraged among the various organizations since in as much as it has its limitations; it has advantages that outweigh its limitations.

References

Eriksen, T. H. (2018). Globalization. In *Handbook of Political Anthropology*. Edward Elgar Publishing.

Steger, M. B. (2017). *Globalization: A very short introduction* (Vol. 86). Oxford University Press.