Development of Global Strategies

Michael Ramsay

Colorado Technical University

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In the modern competitive business environment, successful companies dare to explore and invest in potential international markets. It is worth noting that most successful organizations have ventured into the global market. John and Debora's mission to venture in to the worldwide market is a strategic move to grow and increase sales for their business. However, for their company to be successful, John and Deborah need to consider factors like resource capability and business laws like taxes to avoid conflict with the government.

**Resources Concern**

Resources are essential assets that determine an organization’s success. Any organization with the ability to accumulate required resources to partake its intended duties is likely to acquire a competitive advantage over the rival companies in the same sector. Resources like enough capital to support various organizational activities, able and supportive management, which understands the key areas that need to be prioritized to improve production and lure potential customers into buying the products, and use advanced technology to automate various operations meet the market demands.

Adequate funds are essential for an organization to partake in its various duties to succeed in the global market. Therefore, there is a need for a firm to allocate enough funds for development, extensive marketing, and acquisition of new equipment to facilitate production. Equally, each country taxes each international company differently. Therefore, some funds will also be required to register and pay for their operations in foreign countries. Some other funds can be used to cater for operational expenses before break-evening into the global market.

Moreover, any successful organization must have able and supportive management who understand the company’s international strategy. For instance, before setting their operations in any country with a potential market like Canada, they will apply various managerial decisions to make any decision like the reduction of their products’ cost while maintaining their high quality to lure as many consumers as possible. Through the management, the firm can identify a qualified and experienced team in the potential market to assess and determine the weaknesses of the various organizations in the same market and prioritize them. The team’s suggestions will decide if the organization will set up subsidiaries in the potential markets or partner with other stakeholders. Further, technology is an area of concern in the modern-day business world. Technology will automate some operations to reduce operational costs and wages paid to employees. For instance, John and Deborah’s furniture business can be significantly impacted by innovation to succeed in the global market.

**Resources of Concern in Canada**

Canada is among the best furniture potential markets, and high-end Furniture Company should make priorities to invest in it. Like the United States, Canada’s middle and lower-class members of society are more than 80%. This population has a lust for high-end products, which has increased over the past few years. For instance, by 2018, the Canadian furniture market grew by 12 %, which shows if John and Deborah ventures into the market, their profitability can tremendously increase, provided that they embrace quality and culturally sensitive furniture products.

Managerial capability is another essential resource that will ensure that the company thrives well in the Canadian market through the managerial tactics and decisions made. For instance, when venturing into Canada’s potential population, three types of consumers should be closely monitored; luxurious customers, average wage-earning customers, and avid customers. The middle of the average income earners should be prioritized in each aspect because they make up the majority of furniture consumers in the market. Equally, the wealthy members of the society should also be located who do not consider the cost of a product before buying it instead of prioritizing quality. Canadian classical furniture styles can get a ready market from wealthy members.

**Impact of the Decision**

Able and supportive management directly impacts an organization's performance even in the overseas markets where their subsidiaries are footed. In the Canadian market, there is a high competition concerning the high-end furniture products, which requires the management to swiftly act to acquire a competitive advantage over the other companies in the same production field. Due to the fact that the company does not have any business connections and interactions in Canada, John and Deborah should consider partnering with small furniture developers in the Canadian market because they might be aware of the local customer demands better. After growing within the Canadian market, the management can then decide to open a subsidiary after acquiring the necessary skills to thrive in the Canadian market.

**Impact on the Company’s Competitive Strategy**

Since Canada is among the countries with the highest population in the world with a fast-growing economy, the company should choose an appropriate strategy that can help it fairly compete with other companies on the international scale. The strategy to penetrate the Canadian market will be essential not only to grow the company but also to increase its sales for profitability. To attract customers, the company should first acquire a small furniture firm in the Canadian market, which is aware of customer demands and priorities. This will make John and Debora’s business to grow tremendously and attract as many furniture consumers as possible. The other advantage of acquiring a Canadian small furniture firm is that it has developed customer contacts and brand loyalty to some; thus, it can be easier to reach out to them.