

# Example of multidomestic strategy companies



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Examples of companies that use multidomestic strategy. Multidomestic:

McDonald's In 1955, McDonald's opened its first restaurant in Des Plaines, Illinois.

Today, 2008, it operates over 31, 000 restaurants worldwide, in 119 countries, on six continents, employing more than 1. 5 million people all over the world. I consider McDonald's a multidomestic company because they adjust to the cultures of their host countries. This is most seen in their branch in India. Cows are held sacred in the Indian religion of Hinduism which is why McDonald's India doesn't serve beef. Can you imagine? A McDonald's restaurant without beef? Indian McDonald's burgers are purely vegetarian and they serve several other products that are 100% beef free like several kinds of wraps and pans.

We see this aspect of McDonald's even here in the Philippines where they serve rice burgers. Transnational: Nokia Nokia is currently the number one manufacturer of mobile devices in the world. With a market share of about 38% in 2007 and with net sales of up to 51. 1 billion Euros, there's no doubt about the company's significance and success. From Africa to the Asia Pacific to Europe, Latin America, Middle East and North America, Nokia provides us with cellular phones that are both stylish and functional.

They are set to launch a global marketing campaign this year with the theme " 1, 001 reasons" for mankind. Though their marketing strategy is worldwide and their products basically uniform, I consider the company a transnational because of the conscious effort they put into understanding the different needs and tastes of their consumers all over the world. In line with this,

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Nokia has a team of design researchers, psychologists, sociologists and usability experts who “ travel the globe exploring how people use their mobile devices, discovering how to make them better, how to reach the billions of people who don’t own a phone – and learn a whole lot about people along the way”. One of their findings include the concept of “ phone sharing” which is common in developing countries like Uganda and Indonesia.

Though people understand the benefits of a cellular phone, people in those countries do not have the purchasing power to own one themselves which is why families and villages share phones. Now aware of such practices, Nokia has developed a new feature in their cell phone software that will lend a hand to these people, allowing multiple address books and pre-budgeted calls. Global: Google Though Google has versions of its powerful search engine for countless countries all over the world (Philippines, US, UK, India, Pakistan, Spain, Italy, France, China, Japan, Germany, Russia, Korea, Switzerland, Canada, Australia, Israel, Monaco, Jamaica, Maldives and even Fiji! Check it out here: [http://www. google. com. fj/](http://www.google.com.fj/)), it’s headquarters is found in Mountain View, Santa Clara County, California in the United States where it was originally founded by the two Ph.

D. Stanford University students Larry Page and Sergey Brin. Not to say that the company is not present in other areas of the globe, it is. In fact, Google has many offices around the world like the Google engineering centers that are recruiting local talent in locations from Zurich, Switzerland to Bangalore, India. But mainly, management (though they don’t exactly use the term because of their flat and non-hierarchical culture) is centralized in their <https://assignbuster.com/example-of-multidomestic-strategy-companies/>

headquarters, the “ Googleplex”. In addition, the services they provide are basically the same all over the world, with a slight exception for the partially filtered Google search engine for China, and this is why I consider Google as a global company.

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