

Globalization



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Globalization case study Globalization case study Outline of the nature of the business The business in question here is the clothes manufacturing industry in the country. Clothes industry is one industry that can never fade. The reason is that every individual out there is need of adorning clothes every day. The requirement is to ensure that this organization know our potential customer's preferences and styles to attain a competitive advantage. Moreover, due to the saturation of the industry, it is important for the organization to choose its globalization integration strategy wisely.

Global integration strategy

The globalization strategy in question is exportation to various African countries. The reason is that after a thorough research, I have found out that some considerable population in Africa shop abroad for their clothes mostly in Dubai and other countries abroad. Bringing our manufactured clothes according to their fashion tastes at considerable prices will enable them save on costs. On the other hand, the organization will benefit from this since many customers will purchase our clothes thus amassing profit.

Solving the global local dilemma

Exportation of these manufactured clothes into various African countries may create high level of competition for the local manufacturers. This can lead to an increased tension. Thus, to reduce this, the organization can make a deal with other local manufacturers on terms of trade in the country.

Moreover, the exporting organization has to be aware of the local government regulations and terms of exportation in the African countries. Failure to observe these regulations by the government could lead to legal

wrangles, which can impact, negatively on the organization. Another dilemma that can be destructive for the organization is the language since the organization has to conduct a study on its preferred population before commencing the exportation. It is important for them to have a translator. They should also observe the cultural beliefs of its targeted market to avoid cultural conflicts, which can make them realize losses.

Instruments for global trade integration

To ensure global trade integrations in this scenario, it is important for the organization to have good trade relation with other organizations and the countries where they are planning to export. This is achieved in various ways including managing the export documentation, custom forms, compliance of regulation, logistics and making the required payments as required. This will enhance trust between the organization and the country of exportation increasing the trade regulations.

Activities in the value chain

There are various activities in the value chain for this globalization strategy. Research and development to determine the tastes and preferences of the targeted market

Input logistics where the organization acquire raw materials to commence on the manufacturing of the clothes

Operations where manufacturing of these clothes begin

Marketing and sales where the organization creates awareness in their prefer market through various channels including advertisements

Output logistics where a customer makes a purchase and the clothes delivered to their destination. This will mostly be the case with our online shop that we plan to integrate in the market.

Support activities are those activities that act as a support for the business. They ensure that the organizational activities run smoothly. They include human resource management, finance, accounting, and information technology.

Type of E-commerce

The type of E-commerce that is applicable for this organization is On Premise E-commerce. This E-commerce though expensive provides high level of data security for the organization (Manzoor, 2010). The organization only needs to make a onetime initial investment in terms of licensing fees. As a result, the organization is able to keep its data confidential with no risk of unauthorized individuals accessing it. The sales scenario is business to consumer since the organization has plans of opening an online shop where customers make their online purchases which are then delivered to them.

References

Manzoor, A. (2010). E-commerce : an introduction. New York: John Wiley and Sons.