## General electric (ge) case study

**Business** 



General Electric (GE) has created international revenues which have been contributed to growth of the company. During the asses and asses, GE made huge foreign investments In Europe, Latin, and Salsa to expand their market.

As a result, from 20 percent In 1985, the revenues from International sales Increased to 40 percent In 2001. They realize that China, and India have been potential markets which purchase more wide-body jets than united States. Indeed, GE is more beneficial because the international revenues rise faster than domestic venues.

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