

# Global expansion

Business



GLOBAL EXPANSION ASSESSMENT OF WESTINGHOUSE Generally, globally has been used to depict the kind of closeness that exists between people from different countries. On the whole, globalization has ensured that the era where diplomatic barriers demanded that people had to travel from one country to the other before social, cultural and economic interactions could take place has been broken. A crucial phenomenon about globalization is that there should be a medium to make it a reality. To this end, Ellis-Christensen, 2012 observes that “ globalization is said to bring people of all nations closer together, especially through a common medium like the economy or the Internet.” What this means is that the Internet is the major agent for realizing the dream of globalization. For major companies like Westinghouse, there is a lot of implication to this basic fact. For instance, they have the core obligation of ensuring that they device systematic strategies that will ensure that customers are able to capitalize on access to technology and the internet to be specific to do business with them.

#### Globalization and Expansion Strategies

Presently, Westinghouse has experienced so much transformation when it comes to globalization. These strategies have essentially been aimed at ensuring maximum expansion of the company's services and products to all parts of the world. Presently, globalization has ensured that the company has its presence felt in as many as twice the number of countries where they have their physical presence (Conchúir et al, 2009). Some of the simplest methods that have been used by the company to make this possible are by ensuring that it allows sponsored and well monitored parcel and courier services to countries where the only option for making purchases is through online marketing. As online marketing continues to gain so much influence

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on the use of the internet, what has become imperative now is for companies to position themselves in a manner that would ensure that they can track all purchases online and ensure proper delivery (Lute, Eslinger & Jacobus, 2009). This is particularly important because of the insurgence of internet fraud in the face of increasing participation of internet trading. Invariably, companies that do not put in personal measures in ensuring that international customers who make purchases through the internet can trust their services would become major losers in the face of competitors who can do this.

#### Further Effects of Globalization on Westinghouse

Even though the current globalization approaches used by Westinghouse is highly recommended, there remains a basic fact that there still remains a lot more the company can do to maximize its benefits when it comes to other areas other than fiscal profits. Two of these channels of benefits could be viewed from the point of information systems and human resource development. In terms of human resource, the company is in a position of widening its search for great minds and talents when it comes to recruitment and placement. As much as possible, the company should not be limited in any way when searching for resource personnel to occupy various positions that become vacant. As much as possible, the wider the scope of search for recruits, the higher the chances of landing on some real talent and experience that can meet the demands of the company (Conchúir et al, 2009). One simple way of making this a reality is by making use of the company website for advertise positions and opening the position to international candidates. On information system, the company is in a better position to expand its information department as the range of data storage <https://assignbuster.com/global-expansion/>

and usage becomes wider with increasing use of the internet.

#### REFERENCE LIST

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