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Submission date: 20-Jun-2020 04:39PM (UTC-0500)

Submission ID: 1347142730

File name: globalization_1.edited.docx (10.52K)

Word count: 303

Character count: 1669

Part 1

Companies measurement plays a critical role in decision making; therefore, several aspects need to be considered so that one can realize how the business is performing. To understand if the company is performing well one has to measure the business based on its financial statements. Moreover, to understand how much money is generated from the company one needs ¹ to use balance sheet, income statement and cash flow statement. For instance, the company can measure their profit and losses as well as recognizing the amount of liquid money in the business after a certain period. Another aspect is through understanding the satisfaction of customers. Customer satisfaction plays a critical role in ensuring that customers remain loyal and come back again. For instance, a company may decide to use surveys and reviews to see if customers are satisfied with the services provided.

Part 2

Globalization has resulted in increased trade among countries in the world breaking barriers set within countries. Moreover, the future of globalization is accompanied by several changes. First, there will be disruptive technology especially to countries that still use the traditional manufacturing processes. With the increased competitive forces, countries will be forced to derive new ways by using technology in manufacturing. Another change is the emergence of differentiated products (Belk, 2019). Several countries are coming up with similar products but with a different taste, therefore, there will be diverse variety for customers to select their tastes and preferences. The movement should be encouraged because the world is changing and there is need to make improvements in every sector so that the gap between developed and underdeveloped countries can be reduced. Furthermore, there is need to ensure that people around the world get the same variety of products.

Reference

Belk, R. (2019). The future of globalization: a comment. *International Marketing Review*.

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