

t
by T D

Submission date: 12-Nov-2020 05:01AM (UTC-0800)

Submission ID: 1443837659

File name: Global_Trade.edited.docx (15.99K)

Word count: 353

Character count: 1786

Global Trade

Name

Institution

Course

Instructor

Date

Global Trade

To promote the economy in a given country, the country in question must get involved in trade with other countries. Similarly, this applies to both large and small companies if they have any ambitious targets they want to achieve. If a company wishes to expand its trade globally, a variety of factors come into play. Therefore, companies should do screening of the target host country critically scrutinizing the targets before entering their market (Beamish, 2017).

I learned that one most influential factors that determine whether a company will easily enter a country's market are the leadership of the targeted nation. The way a person uses their powers in influencing their followers and people who admire them is key. Thus, great leaders will ensure that their country is stable (Geringer et al., 2020). This will attract more licensors from different regions of the world because they are entering a stable market. However, rules and regulations put in place by the country would limit a country from attracting license selling firms. In such cases, selling firms tend to shy away from investing in such a country due to the limits their business will face. They would not work to their full capacity and in turn, they will not reach their targets as a company.

Again, I came to realize that technology also has its share in determining whether a licensor will be attracted to a certain host country or not. If the country is advanced in technology, most companies will tend to lean towards their side simply because they see it as a way of reaching as many consumers as possible. Having access to the internet is one of the main reasons for companies to believe that its products will reach a greater audience if they advertise appropriately (Geringer et al., 2020). The main challenge with this is that there will be an increase in competition in the target market.

References

Beamish, P. (2017). NOTE ON INTERNATIONAL LICENSING. Richard Ivey School of Business Foundation.

Geringer M., McNett J., & Ball D. (2020). *International Business*. McGraw-Hill Education

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes Off

Exclude bibliography On

Exclude matches Off