



The Global Dimension of Business

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ABC Complete Kitchens Inc. has established a tactical investment plan for marketing. However, it is essential for human resource management team to establish a social and an ethical responsible investment climate for this new plan. One of the most important issues that the management team should address is the firm's presence in the global market. According to the company's plan, 20% of company sales are anticipated in the global market (Holt, & Caren, 2001). Therefore, this organization must address the global market consideration related with the international sales of the company's product.

Social and Ethical Responsible Investment Climate

A social responsible administration practices can be defined as targeting at the attainment of the physical success through a method that respect the ethical standards and respect communities and people. In global investment, today, being successful in business does not only require to consider the stakeholders or the owners of the business. It is also required that the administration consider other major stakeholders in the business such as customers, employees, the society and the suppliers. Considering these, stakeholders, who are part of the organization, enable a firm to become competent and competitive.

Business Structure

ABC Complete Kitchens Inc. management team has a duty to put up investment structures in different localities all over the globe. This should be based on the workflow of the company and the target market localities for the products. For effective global marketing, the localities should be in a position to perform standardized duties that meet the terms of the overall commercial practices. For business success, there is a need to hire skilled labor people in order to have the ability to perform well and be in a position of delivering the

firms objectives. Technology as an infrastructure is also an essential factor. The management should research about overseas localities at which they target to supply their products to be in a position of understanding technological development and the culture of the country. This will help to ensure that the products of the company can be adapted in an overseas country.

Competition

It is evident that the global market competition is increasing every day. Therefore, ABC Complete Kitchens Inc. management team should assess a competitive scene of the host nation. It is essential for a firm to know the competition contrast by industry and region. This occurs since in some countries the pure competition atmosphere is encouraged; where many sellers compete by basing their difference on prices (Punnett, 2007). In other monopoly countries, competition is encouraged where only one organization is allowed to venture in a market. Understanding competition environment enables a firm to put up the right business strategies approach to each region of their target. New companies face a threat in terms of competition from the already existing competitors; therefore, as a new investor in market, ABC Complete Kitchens Inc. should put in place a proper product promotion for their products. This will attract more customers, introduce the products, and also assist through winning clients in promotions.

Environmental Factors

Both, the political and economic environments of a country or a region have an impact in managing the global operations. The economy of the host nation is one of the factors that ABC Complete Kitchens Inc. should consider in every country of interest. This involves the nature of competition allowed and

the terms and conditions of international trade set by the country. The other factor that is essential to consider is the presence of similar products, which

are locally produced. Most of the countries do not tax their locally produced goods; therefore, ABC Complete Kitchens Inc. should research whether in the targeted countries, same products are produced. This will assist the management to set up strategies that will ensure there is healthy competition. This can be achieved through offering low prices or producing higher quality products. It is also important to assess the population of the host countries of target. In a case where the targeted countries have a big population, ABC Complete Kitchens Inc. can have a better opportunity to make more sales.

Political environment also plays a role in shaping the international trade and business operations. It is essential for ABC Complete Kitchens Inc. to evaluate the government and ideological beliefs that govern countries of interest. Different countries have some ideological ideas such as capitalism, communism, liberalism, socialism and conservatism that is significant in governance. Understanding these ideologies will enable the management to act within the interest of the government; therefore, win a good operation environment. The other political influential consideration is the laws that govern international trade. Each country has its set of rules and regulations that govern international trade. ABC Complete Kitchens Inc. management team should comply with the rules, quotas and tariffs of all the host government of interest.

Finance

Monetary management in global corporations is another challenge since countries alter in price in terms of all based on cash exchange rate. All companies investing in the global trade are required to comply with the monetary laws in their host countries. ABC Complete Kitchens Inc. needs to evaluate the rate of currency fluctuation in global business transaction. The administration should also understand the financial tools like payment timing, hedges, price adjustments, exposure netting, swaps and balance sheet neutralization and ways in which these tools affect investment performance

(Ballet, al, 2003). ABC Complete Kitchens Inc. administration team should also learn about modes of payment through which to pay to exporters. These include non-cash payments, which are also known as counter trade. The accounting department should also be educated on how to differentiate currencies, exchange rates and how to identify fake money. It is also important for ABC Complete Kitchens Inc. to make use of global monetary centers as a basic resource in their operations.

Labor Forces and Employment

ABC Complete Kitchens Inc. should conduct a proper investigation regarding the available labor force and to employ professional people in the overseas extensions. This should be done before choosing the region in which to expand their business activities. Administrators should evaluate the availability of manpower, right skills and experience to enable the organization to learn in an effective way and whether or not they are willing to work for a foreign employer. Some of the skills, that are considered to be important as qualifications of global management workers, are: technical competence, communication, ability to manage uncertainty, nonjudgmental attitude, personal integrity, commitments to standards and continuous learning. ABC Complete Kitchens Inc. management team should focus on hiring competent personnel who will ensure that the company's objectives are fully met.

Cultural Issues

The cultural issues topic is one of the biggest challenges that the international trade faces. Culture is one of the major sources of conflict in the world. ABC Complete Kitchens Inc. administration should focus more on a study of cultures of different people in their countries and their interests (Punnett, 2007). In doing so, the company would probably avoid unneeded conflicts and would have a good flow of activities. It will also enable the firm to deliver goods that each group of people need.

Technology

Technology enables ABC Complete Kitchens Inc. administration team to produce modern equipment; therefore, it is available to offer quality products. However, it is essential to evaluate technological development of the countries in which ABC Complete Kitchens Inc. is interested in venture. This will enable administrators to determine the equipments to set up for their operations. Technology will also enable effective communication within all the extensions of the company. It will also give a better flow of information from the head office to the other units in different countries.

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