Seek opportunities for growth through market diversification.Chinese appliance maker Haier established operations in the United States, partly to gain competitive knowledge about Whirlpool, its chief U S rivals.Develop economies of scale in sourcing, production, marketing, and R & D. For example, Airbus lowers its overall costs by sourcing, manufacturing, and selling aircraft worldwide.o Be closer to supply sources, benefit from global sourcing advantages, or gain flexibility in the sourcing of products.French computer firm Groupe Bull partnered with Toshiba in Japan to gain insights for developing information technologyRetailer H&M gains new product ideas by following fashion trends around the world Serve key customers that have relocated abroad.

Summarized by © lakhasly.com