

## Transnational Companies

These are countries with their head office in one country but operate from others eg IBM, Guinness, Intel.

### Reasons Businesses Become 'Transnational'

- More profits when you go global.
- Economies of scale.
- Easy to sell abroad when you have more than one office.
- Avoidance of barriers to trade.

### Benefits of Transnational Companies to Ireland

1. Provides employment.
2. Provide us with lots of tax revenues.
3. Positively benefits the Balance of Payments as they import and export a lot.

### Drawbacks of Transnational Companies to Ireland

1. May send products to home country.
2. They aren't loyal – they may move abroad if they don't make enough profits in Ireland.
3. May lead to smaller, indigenous businesses shutting down because they cannot compete.

## Global Marketing Mix

This is the same as the regular marketing mix – only it is on a global scale. Sometimes, businesses change their marketing mix to suit each individual country/area that they are spreading to. This helps to sell the products and tailors them to the consumers of that area. Prices vary due to the income of consumers in each country, the transport costs or taxes that may need to be paid. Promotional techniques must be aware of what may be offensive in certain countries and change their promotions to suit each country and culture. Products may have to be changed to suit certain regulations in certain countries also.

## **Standard Marketing Mix**

This is when a business uses the same marketing mix worldwide.

## **Adapted Products Marketing Mix**

This when products are changed to suit the market that they are in.