Global Discussion Question.

After studying the various aspects in your textbook, you should have gained a better grasp of both the importance and complexity of the global business environment including social, cultural, and economic factors at play. Here are but a few of the many examples of these factors:

Cultural - Some cultures value modesty, team spirit, collectivity, and patience more than US competitiveness and individualism

Business Practices: Japanese business focuses on group harmony and social cohesion (In Japanese, “Wa”)

Geopolitical: Of the G-7 countries, Canada has the most business-friendly tax system with federal corporate tax rate of 15%

Socioeconomic: 95% of the world's population lives outside the US and is growing 70% than the US; South Africa has a 17% Internet penetration rate

Differences (from the US) - Nordic countries have a high percentage of labor union workforce (half to three-quarters), compared to about 10% in the US.

Trade - Singapore, New Zealand, and Hong Kong rank among the top nations in terms of “ease of doing business”

Outsourcing - Foreign operations may be utilized low-cost production facilities with cheap labor

Pricing - Dealing with multiple monetary systems in international business is complicated

Global case - Alcoa, Inc has closed high-cost smelting facilities in Tennessee but opened manufacturing of facilities for automobile wheels in Hungary to meet European demand

Key Industries - BP has top revenues among UK companies, WalMart in the US, and Toyota in Japan.

Global Business Outcomes - Firms may tap into new customer markets;

Your task is to read the article “Africa Defeats World’s Biggest Mobile Carriers” and identify the specific social, cultural, and economic factors that are present in this case of global business. (HINT: Use the examples as a guide to your answer & refer to your text and other sources as needed). Finally, comment on how any of the identified factors may affect the outcome of the Mobile phone market in Africa.