

Name:

Date:

Class:

Going Global

Skill:

- Application (AP)

Time on Task:

- 15–20 minutes

Goal/Purpose:

- The goal of this activity is to research a company that had to make adjustments for their products to be sold/used in a global market.

You will be assigned a partner or team to complete the following activity. Choose a company that sells products globally but had to pivot or make adjustments to enable global business. Then, answer each of the following questions. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion. Additionally, consider selecting a spokesperson for the group or assigning topics so each person has an opportunity to present. Work through the following steps to complete this activity.

1. What company did you choose to research?

Answer:

2. Identify pivots or business adjustments the company had to make.

Answer:

3. Consider the adjustments referenced in the previous question. Did these adjustments better position the product to sell in only that country, or did the company have to make further adjustments to sell in other countries? Explain why.

Answer:

4. If you were in charge of this company, would you have chosen to make the same adjustments? Explain why or why not.

Answer: