A Glocal strategy won’t work; unless you do!

Presented by

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Today’s program

A Glocal strategy won’t work; unless you do!

Discussion Points:
• How do you answer the question, “Why do you want to go global?”
• Can you use the same strategy globally that you use locally?
• What is your Strategic Competitive Advantage?
• Have you completely identified & assessed the risks?
• Globally vs. internationally – what is the difference?
• What entry strategy will you use?
• How will you beat out “local” competition?
• If it costs 7 times more to find new clients than to keep existing ones...
How do you answer the question, “Why do you want to go global?”

- Nothing better to do
- No choice
- Demand
- Curiosity
- Option
- Other

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The answer should be...

• The reason for being a global company is to leverage capabilities worldwide so that a long term competitive advantage is achieved that cannot be achieved otherwise

• Gain new customers
• Lower costs
• Leverage core competencies
• Diversify risk
• Move to an earlier point on the life cycle curve
Can you use the same strategy globally that you use locally?

• In order to compete successfully, we must consider
  – differences in culture
  – market conditions and
  – Demographics
  – Examples
    – Nestles in Africa
    – Disney in France
    – KFC in China

• Cost issues
  – currency exchange rates
  – labor
  – material
  – taxes or not

• Business Issues
  – Country risk
  – Business Friendly
  – Political Stability
  – Access to customers
What is your Strategic Competitive Advantage?

What is Sustainable Competitive Advantage?

• Sustainable competitive advantage is the focal point of your corporate strategy.
• It is an advantage that enables business to survive against its competition over a long period of time.
• It allows you to maintain and improve your company’s competitive position in the market.
• Examples include:
  – Innovation
  – Process
  – Labor cost
  – Worker productivity
  – Government regulations
  – Distribution costs
  – Business friendly government
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Have you completely identified & assessed the risks?

- Exchange rates
- Culture
- Lifestyle differences
- Demographics
- Income levels
- Diversify macroeconomic risks (business cycles not perfectly correlated among countries)
- Diversify operational risks (labor problems, earthquakes, wars)
Globally vs. internationally – what is the difference?

• A company is an *international* competitor when it competes in a select few foreign markets.
• It is a global competitor when it has or is pursuing a market presence on most *continents* and in virtually all of the world’s major countries.
What entry strategy will you use?

- Franchise
- License
- Multi-Country
- Strategic Alliances
- Global
- Domestic
- Export

International Strategy
How will you beat out “local” competition?

• Each country has a local market that is self-contained
• Competition in one country is independent of competition in other country
• Rivals competing in one country differ from set of rivals competing in another country
• Rivals vie for national market leadership
• Competitive conditions across countries are strongly linked together
  – Many of same rivals compete in many of the same country markets
  – Rivals vie for worldwide leadership
  – A true international market exists
• A firm’s competitive position in one country may affect its position in other countries
• Competitive advantage (or disadvantage) is based on a firm’s world-wide operations and overall global standing
• Customized competitive approach to fit each market
• Different product versions under different brand names, customized to fit buyer tastes in each country
  – McDonalds
• Production plants in each country
  – Producing products for that country
  – Using local suppliers where possible
• Marketing and distribution to local customs and cultures
• Transfer competences where possible
• Autonomous local managers
If it costs 7 times more to find new clients than to keep existing ones...

• Every study says...

• Frederick F. Reichheld, author of the widely read *The Loyalty Effect: The Hidden Force Behind Growth, Profits and Lasting Value*, showed that making loyalists out of just 5% more customers would lead, on average, to an increase in profit per customer of between 25% and 100%. Reichheld's analysis showed that the cost of acquiring new customers was **five times** the cost of servicing established ones.

Why do we feel we must go shopping rather than building relationships?
A final word of warning

- Profitability in emerging country markets rarely comes quickly or easily.
- New entrants have to be very sensitive to local conditions, be willing to invest in developing the market for their products over the long term and be patient in earning a profit.
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