

Global Strategies

Choose a Transnational corporation (TNC). Try to find its corporate website. The corporate website is normally a different website to the page one goes to if making enquiries about a product. There you should be able to find the company's annual report. As an alternative you might be able to find a company's annual report by Googling, for example "Apple Annual Report." You may find that you are directed to a website called 'investor relations.' Although reading through an annual report can be difficult, you should be able to find out some things about the company that are interesting.

Another good source of information is to look up the name of the company in Wikipedia. Normally this site provides some information about the company's operations, factories, sources of raw materials etc.

Before you search these companies, read the questions below to give you some idea of what to look for. You may make notes on this sheet before sharing your findings with your class.

1. Which countries does your company operate in?

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2. Where does the company manufacture its products? MEDCs / LEDCs or a combination

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3. When did the company begin, and has it kept its operations in the same country throughout its life?

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4. In which countries is its influence increasing? Countries to which it is selling, countries in which it is manufacturing.

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5. What difficulties has the company had or is it having, if any?

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