4. Develop Global Brand

Facilitated by Facebook, Twitter
Generate global awareness
Customers enticed to buy

3. Communication

Easier to manage
Video conferencing
Meetings over the Internet

Global Companies

Sell products all over the world
Toyota, McDonalds,Nike
World as a single country

1. Increase Sales

Increase sales, higher profits
Economies of scale

2. CAM

Mass Production
24 hour
Less labour intensive,
More accurate
Highly automated