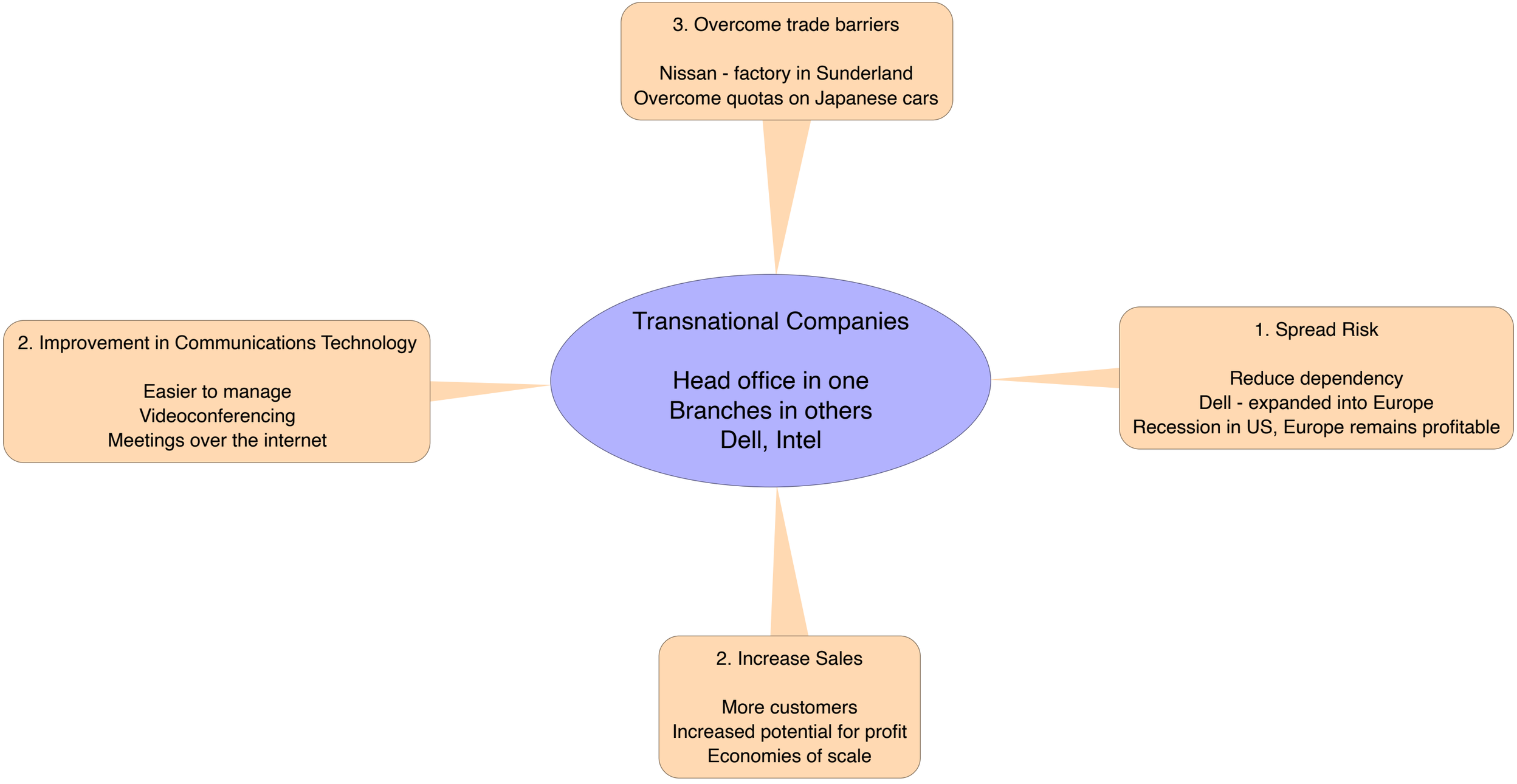
3. Overcome trade barriers
Nissan - factory in Sunderland
Overcome quotas on Japanese cars
2. Improvement in Communications Technology
Easier to manage
Videoconferencing
Meetings over the internet
Transnational Companies
Head office in one
Branches in others
Dell, Intel
1. Spread Risk
Reduce dependency
Dell - expanded into Europe
Recession in US, Europe remains profitable
2. Increase Sales
More customers
Increased potential for profit
Economies of scale