

Case 11: Global Standardization vs. Local Customization

Scenario: *Electronics Innovators Inc. debates between global standardization and local customization in its new smartphone line to be sold worldwide.*

Analysis Focus:

Analyze the pros and cons of both global standardization and local customization.

Recommend a strategy that aligns with the company's goals.

Assess the potential market impact of the recommended strategy.

Guidelines:

Conduct a market analysis to identify consumer preferences.

Compare competitors' approaches to product standardization/customization.

Suggest an optimal marketing strategy.