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Group Project

**Why are companies interested in investing internationally? What are the pros and cons of expanding markets globally?**

With internet saturation rates consistently increasing all over the world, because of that companies started to expand outside of their country to be able to make their product affordable and not been driven just by just one economy.

When companies are present in different countries around the world, they have and advantage by having different that they can learn from cultures. We all have something to learn from other people if we have an open and we can learn from other people point of view.

Also once a company goes expand their territory, they can bring more review to the enterprise because they will be able to sell their product or services to more people across the globe.

A business with an international presence has to deal with the different time zones meaning that the company must find ways to sync all the all their sites if they work together the changes in hours can make it difficult for an international company to coordinate the day to day business.

**Explain how market economies benefit from technological innovation.**

In the market, economy companies are trying to makes product and service with fewer resources that are why companies are pushing more on more for innovation. Also when a company is innovative it means that they're rapidly creating new technology. One of the examples is the Biotechnology company they have to develop new drugs to sell on the market quickly.

Innovation helps market economies by producing new products and also makes a business more productive and relevant to the economy, also help the industry not to be taken over by one major company.

**Evaluate the impact of the M-PESA system on a small business in developing countries.**

One of the biggest impacts that I can see is that if companies can transfer money across a country, they will be able to find buy product and services, which will be an advantage for developing the country to be able to compete and also that open the door to other multinationals to bring their businesses to those countries.

**Explain how product and process developments enable a large company like Anglo American to sustain its market position.**

Anglo American sustained its market position through innovation, emerging technologies, and best practices (Anglo American, n.d.). The only way to be able to survive in this economy is by being innovative that's what Anglo-America provides, they develop a process by taking feedback from the market at the end companies wants to know what are the market needs.

Base on the market they create new technology and also use best practices to identify issues in that way they can identify problems and come up with a better way of doing it, most of the industry uses best practices to be able to reproduce the same outcome over and over that will help companies to be more active and create good products.