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Globalization is commonly termed as the interaction or integration among people, companies and government worldwide. Globalization has accelerated since the 18<sup>th</sup> century due to advances in transportation and communication technology. The forces of the globalization has been demonstrated in the both developed and developing worlds. In the past, there is a quite concern about the offshoring of the resources job services to the countries which commonly offer cheaper labor. According to the surveys, the developing countries claim that only a minority have benefited from the increase in world trade. According to the recent survey mentioned by the **Source: Lin, Y. 2006**, the per-ca-pita income which commonly referred to a income of an individual of a country has hardly changed in the past 40 years in the 20 poorest countries.

The market portion of the Western nations is not fully open to the agricultural products from the developing countries. On the other hand, there is a flexible movement of goods and capital. In addition to it, the migration from the poor countries to rich ones is also being rate limited.

Globalization is a very old phenomenon, its bases are from the age of colonial development in the seventh and eight centuries. In the past, many definitions of the process have been suggested. Indeed the simplest one is the globalization is relatively the free movement goods, services, ideas and people worldwide. A recent surveys has indicated the positive effect of the globalization process is the cross-border trade mainly. As according to the figures by the **Source: Costa, L. 2008**, the percentage of the global GDP, was 15 percent per cent in 1990 but is expected to reach 30 per cent by the end of 2015. Among the common factors driving the globalization in the last decades have been marked as.

- Liberation
- Cheap Communication Through The Internet
- Growth Of The BRIC Economies.
- Telephony

A famous article of Levitt's related to this content was also established in 1983 which introduced the modern trends of globalization.

In comparison of the Ordinary People and Multi-National-Companies, globalization mainly favors the Multi-National-Organizations more than the ordinary people of a country. Multinational companies have undoubtedly benefited from the relaxation of the import tariff regimes which previously protected local firms by allowing them to operate freely in markets such as India which have recently Liberalized.

The big organization have mainly evolved by the use of two distinct approaches to the challenge of the globalization according the **Source: Brokaw, P. 2002**. Talking about the big-industrial giants like Coca-Cola and Pepsi, they are well-known all around the globe and are

considered as top multi-national companies in term of beverage production. They are being benefited from the globalization totally to a large extent. Also, Gillette, which is a big name in cosmetics industry continued to produce their products in a few large plants with strict control to ensure uniform equality. While talking about Coca-Cola and Pepsi, they tend to manufacture their products and services on the spot.

The key to competing with the national rivals lies in the fact of understanding the regional differences of the different regions. Therefore, with the knowledge and marketing skills of the Multi-National Companies. They are getting maximum benefit from the Globalization. While on the other hand, ordinary people are not powerful enough financially in order to compete on regional levels. Also the lack of knowledge is also a limiting factor for the ordinary people for competing in the global market. Therefore, we can say that Multi-National-Companies are getting maximum benefit from the globalization as compared to the ordinary people.