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

Companies are interested in investing internationally because of the potential growth of the firm. There is an un tapped market when companies start to branch internationally. Even if the other markets have competitors, there is still a chance that the clients have not seen a product like the one that the company is offering. When companies branch out to other regions, they will experience a different customer base. The customer base can make or break a company expansion. In every industry, no matter if its domestic or global, the customer is always right. If a customer abroad wants a new function in a website then that can really grow a company’s profit and client base. If a company can use a customer’s experience in the UK and build features that the customer recommended which could benefit other regions around the world, the company would continue to surpass the market trends. Not all companies can afford to invest internationally. Some of the positives of investing internationally are new technology, better client experiences, company growth, and revenue growth. With new technology, companies can break into markets that they haven’t before a produce results that are unknown. Some of the negatives of investing internationally are bad client experiences, expensive, time zones, and international regulations and laws. Investing internationally can become very expensive when you think of shipping, infrastructure, and employee cost.

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

In market economies, the government’s job is to not allow any monopolies to happen. The goals of the market economy are that businesses want to make products that customers will buy, customers demand for products affects the pricing, and a business must supply customers will more efficient products if they do not buy them (Vodafone, n.d.). Technological innovation helps market economies by producing new products that are cheaper and more efficient for customers. When the industry is using similar technology put out by different companies, it allows 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.**

The biggest problem with small businesses in developing countries is financial stability to maintain growth. M-PESA will allow small business to have a secure way to transfer money across the country (Vodafone, n.d.). If small businesses can transfer money securely then they are able to continue to growth throughout the region and have a unified money system.

**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.). This company stayed innovative and surpass others in the market because they researched what the market wanted and they developed processes based off that feedback. From the feedback, they investigated using new technology that other people in their industry weren’t doing. By using this new technology, they could get better metrics, which means they can provide more to clients than before. They used best practices by testing the new technology. Anglo American could identify a problem, come up with a resolution, test the resolution multiple times, and implement it. This is best practices in most technology industry field today. The old way of doing things use to include finding an issue and trying to implement the issue without testing. This has bit companies in the past and this is how Anglo American sustained its market position.

References

Vodafone. (n.d.). Using technology to improve economies. [www.thetimes.100.co.uk](http://www.thetimes.100.co.uk). 161-164

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