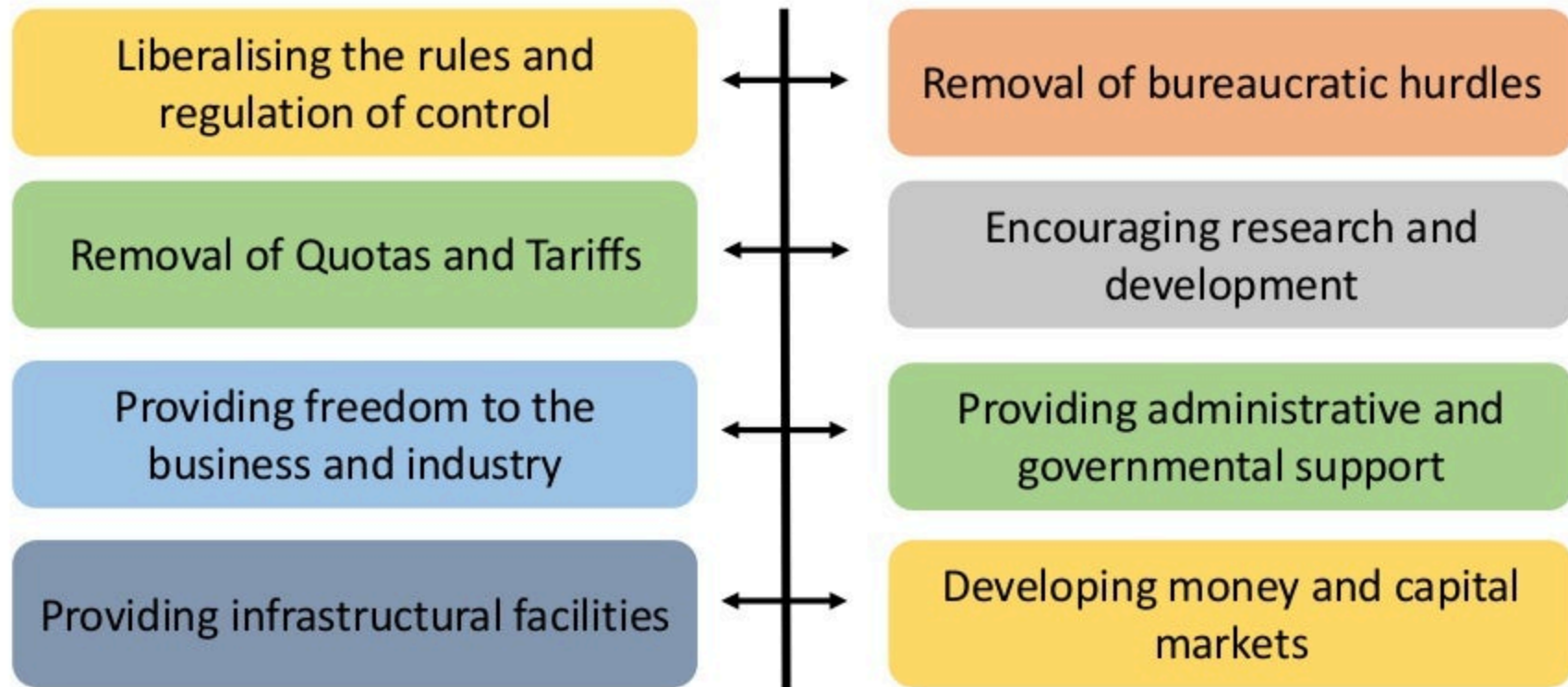


# ESSENTIAL CONDITIONS



# COMPONENTS OF GLOBALIZATION



# Globalization of Markets

- Integration and merger of the different markets of the world into a single market.
- The common norms, tastes and preferences are identified enabling the cultural shift towards use of a common product or service.

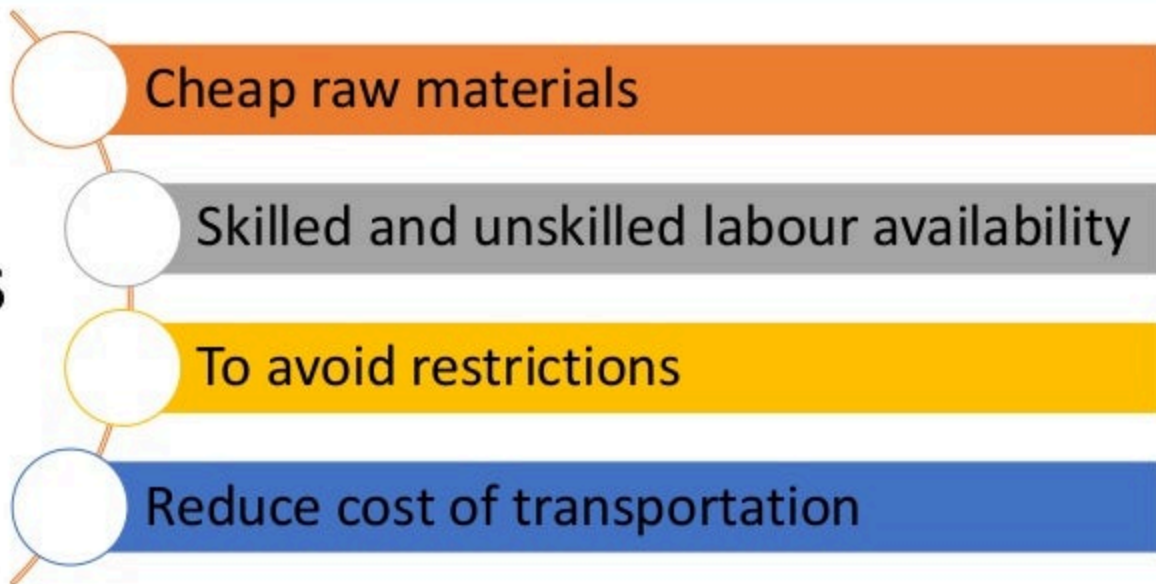
## REASONS



# Globalization of Production

- Location of manufacturing facilities favourable more in foreign countries than in home country leads companies to shift manufacturing in foreign country to produce goods of high quality at low cost

## REASONS



# Globalization of Technology

- Technological advancements paves way for a company to enter into a foreign market.

## METHODS

