Melting Pot

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Yes, I agree that melting pot is a wrong metaphor even in business. First reason is the difference of color among people. We can mix various European nationals and make a single broth but if we want to treat blacks and Asians in a similar way, we will not be successful. Main problem in this process will be differences between these races. American society is wrongly considered as a melting pot even for businesses because there are different needs and wants of customers with different characteristics regarding age, gender and tastes. A society that is a melting pot will be sufficed with mass marketing efforts without considering any differences. The present age is characterized by product differentiation and creating a competitive advantage by effectively targeting customers. There is a growing trend shown by businesses to expand their operations across a single country and globally as well. Even if a single society is considered a melting pot, companies will have to design differentiated products for other countries. As opposed to the melting pot, the metaphor for current businesses will be a heterogeneous society where a large number of people with different cultural backgrounds will be living together. Businesses will have to cater these needs and make differentiated products for major chunks of the society. In a heterogeneous society, businesses will have to look for minimizing costs because there will be a higher level of competition. All businesses will transform their production from a single product to multiple products according to needs of customers. If a company is unable to differentiate its products from competitors, it will be hard to be successful in long run. There will be some customers who will not be natives of the country where company is working, there will be some separate products for them according to their culture. One example that can be quoted is an Indian who lives in America. He will not buy any product containing beef so a restaurant has to alter its menu to provide him his desired product. Similar considerations have to be made when a Muslim comes to a restaurant, he will not accept anything containing pork or alcohol. Both these examples show that even a small business will have to consider different cultures of its customers. A heterogeneous society needs that businesses segment their markets according to different criteria. In above examples, religion and faith were the criteria used to segment markets. Another example can be taken from sports, baseball is very popular in America but not in Asian countries, thus a business dealing in baseball equipment may not be very successful in Asia. As a society, it is not easy to admit the differences related to race and culture. In fact, if blacks start protesting for their rights in all walks of life, these differences and their apprehension will bring turmoil to the society. It is needed that these differences are restricted to the business perspectives only and their consequences do not affect the society as a whole. This transition from a homogeneous to a heterogeneous society is a difficult process. This level of difficulty will be directly dependent upon the diversity that is present in a particular society. In the American society, there is a certain level of diversity that affects business organizations and their decisions. A society with higher level of diversity will present more challenges to businesses. Successful businesses alter their products and services according to the local culture and specific needs and wants of the locals. Failing this will ultimately drive the business out of competition.