Global Strategy

[Name of the Writer]

[Name of the Institution]

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**Introduction**

In the business market, global strategy refers to the plan of company or industry in competing and expanding its products across the globe. Three major areas are considered while devising any plan for expansion of the market. These include the national, multinational and global.

**Compare and Contrast of Global Strategy with other International Expansion Strategies**

Various strategies are applied at the international level for expansion of the furniture business. The multidomestic plan aims to sacrifice in favor of local requirements. There is a selected choice for the supply and demand for furniture (Johanson & Mattsson, 2015). However, the global strategy aims at favoring the market through enhanced quality and efficacy. In various markets, it contains small changes in the already available products. Similarly the transnational strategy work between the global and multi-domestic plan. It contributes to balancing the desire for efficacy and makes certain concessions accordingly.

**Three Countries and their use in Global Strategy for Furniture Industry**

China, Germany, and Italy are the three major countries that can be used for globalization. As China is the topmost exporters of furniture and earning revenue of 93 billion US dollar, it can take part in global strategy. It has attracted foreign customers through quality and value addition along with the reliability. There is no gap in the trust and value of Chinese woods in the international market (Steenkamp, 2017). The revenue exports of Italy are also improved with 14 billion US dollars and its business in the global market is supported by categories of wooden furniture. Having master craftsmen and distinct designs helped the Italian wooden market to explore its business beyond the national borders. Germany has also increased exports in the furniture business because of its association with the European Union and business destinations in various regions of the world.

**Italy as State for Globalization**

Despite the largest market in China in the furniture industry, I would prefer Italy. It is because of innovation in designs and the innovation they brought in the business (Steenkamp, 2017). Opposing China in the same area is because they often move for imitation of already existing projects. There are various categories of business and the country can play a progressive role for promotion of globalization through the effective strategy. Well experienced and master craftsmen have the ability to boost their market at the global arena.

**Possible Alternative Choice**

In the global strategy, the choice is always open and one can present China as an alternative. Because the country has the largest share in the world business and also hold good quality in the formation of furniture products. Various regions and states of the globe are getting maximum benefits from Chinese based projects and services. It would be the best and alternative choice against the role played by Italy for expansion in business.

**Benchmarks for Global Expansion**

Finding business opportunities, quality services and the regulation of laws at the international level are the benchmarks for extending decision regarding the global expansion. Without these countries cannot play their part in progressive business environment (Johanson & Mattsson, 2015). Policymakers will have to consider these areas while taking their decisions in respective meetings. Further, the team should enhance the participation of strategists to make the decision effective. Quality is very much important and following the laws is again essential to regulate international business opportunities.

**Conclusion**

Concluding the discussion global strategies are key players in boosting and implementing the business plans. Various states of the world have progressively played their role in the competition arising at the furniture business. The research has unfolded that these strategies are the key measures that can expand the business of any nature.

**References**

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