

Bryant & Stratton College

FOR EVERY & IN LIFE

Company Description	Global Expansion	Technology Advancements	Pros & Cons
Netflix	Has many of millions of users in not only in the U.S. Netflix is popular in other countries.	Making the switch from DVD. Providing streaming through apps/ phones/ and smart televisions.	No adds or commercials. You can start a movie on tv and finish on my phone. Monthly subscriptions. No live tv. Also need money for internet.
Apple	Has multiple stores worldwide. Also popular in other countries. They have their own branding and it is well known.	Apple is constantly improving on existing products. They have televisions, watches, tablets, phones and so much more.	Faithful customers, they are a profitable company, and very large. Typically, Apple products are good quality. Products can be expensive. Most products they sell are only compatible with apple products.
Walmart	Has multiple stores in several countries. They also have warehouses.	Self-checkout features. Providing delivery through Insta cart. Some Walmart's provide certain auto installments like tires and car starters for example.	Low prices, targets everyone. Customer first. High investments,

Some similarities I discovered between the three companies are they all seem to have businesses in different countries. Having multiple businesses means increased sales and a wide range of customers. To me that is a good move to offer your services and goods to many people while offering equal value. Another similarity I noticed was that each company has a well-known brand as well as a common logo. You can travel the world and the majority of people would know of these companies. From Japan to Africa, I am sure you will find one of these companies. Another similarity I noticed is they really

cater to their loyal customers and value their views and thoughts. These companies invest in advertisements that make people want to buy.

I feel if Netflix was able to allow you to view live television with their current set up it would increase revenue as well as customers. If not live television at least a weekly live special covering sport highlights, breaking news coverage, and weather alerts. I think with the live television it would be a huge win. Some people are not that great with navigating through applications. Streaming live television or having a live broadcast once a week would make it easier to watch by just pushing a button there would be no need to search for a movie or show. Apple could see more profits and gain new customers if they would make their products compatible with other brands not just theirs. Not everyone can afford the prices Apple provide, even if they just sync up with just one or two other brands, they would automatically see an increase in profits. For example, they could sell face time to other phone companies or make it an app and you only pay like 5 dollars a month. The face time feature would remain free for iPhone users, Wi-Fi or no Wi-Fi you could facetime anyone no matter the phone type. Walmart is already a very successful company. I believe that they could potentially at least bring in new customers by offering new inventory with increased prices while still having the low prices and current inventory available. Walmart could become its own mall and have different floors and restaurants inside. Customers can shop, eat, get a manicure, or just window shop. If Walmart would bring in popular name brands like, Nike, Polo, Under Armor, and Armani you will attract customers who typically wouldn't shop at Walmart. Inside Walmart 's Mall you will also find a range of vendors with products like jewelry, food, clothes, and phones. Walmart could also include a bowling alley, arcade room, and a mini movie theater so you can spend quality family time as well.

One role an organization has in the global economy is doing research and then making sure that guidelines are in place to ensure fair trades and agreements between countries. Another role an organization has in the global economy is collecting and sharing information based on their research to other countries.