

## MULTIDOMESTIC VERSUS GLOBAL

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*Jean-Claude Usunier prepared this case solely to provide material for class discussion. The author does not intend to illustrate either effective or ineffective handling of a business situation. The author may have disguised certain names and other identifying information to protect confidentiality.*

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For the following industries/products discuss to what extent:

- A world consumer exists (in terms of tastes and preferences, consumption habits, social taboos, local regulations influencing consumer behavior, differences related to language, consumer learning, etc.).
- the product or services offered are themselves global (similar world-wide) : you may distinguish different major product-types within the generic product (e.g. high-fermentation versus low-fermentation beer); and
- the industry itself can be considered as global (players tend to be global ones and competition takes place on a global rather than multi-local basis).

- Airlines
- Beer
- Pharmaceuticals (Ethical /prescription Drugs)
- Pharmaceuticals (non-prescription/over-the-counter drugs)
- Tobacco (cigarettes, cigars, other tobacco-based products)
- Meat-based foods
- Automatic blood analyzers
- Mail services (delivery of letters and parcels)
- Sheets and pillows
- Ski lifts
- Portable computers
- Writing instruments; you may distinguish between:
  - pencils,
  - (ball point) pens, and
  - fountain pens)
- Micro-chips
- Toilet tissues
- Washing machines (for cloth)
- Auditing services
- Ice cream
- Movie films
- Satellite launch insurance
- Car paints
- Dish washing machines
- 4-Wheel drivers

The instructor may assign only part of this long list (or add other product or services) to groups of students, asking them for instance to answer to the questions above for only three or four products/services.