

# Extract from the specification - what you need to learn:

*TNCs are important in globalisation both contributing to its spread (global production networks, glocalisation and the development of new markets) and taking advantage of economic liberalisation (out-sourcing and offshoring.)*

# You must:

Investigate the role of TNCs and their global significance, using a suitable case study of one TNC. You may present this information how you wish but you must outline your response to at least Q’s 1-6 that follow:

***Case study of ONE large trans-national corporation***

*You task is to investigate* ***one large global*** *TNC in some detail. Suggested TNCs: Tesco, Shell, Disney, Ford, General Motors, Ikea, Marvel Entertainment, McDonald’s, Nike, Gap, Coca-Cola, Starbucks, Burger King.*

Your task is to investigate the global operations of a large TNC. The aim is to research the structure and significance of a global TNC. You will need to think about the following areas:

1. **Organisation** – where is HQ? Is this the same location as production?
2. **Core business** – what do they do? Give examples of specific products/services offered.
3. **What is the pattern of global production?** Where does the TNC operate its production and manufacturing? Describe the distribution of this (or even locate on a map).
4. **Is there a spatial division of labour** i.e. offshoring of production? Or does design to manufacture take place in the same location?
5. **How has the company grown?** Has the country simply created a replica business in other locations e.g. a Tesco store in China is much like a Tesco store in the UK, or has the country grown through **mergers and acquisitions** (growth through joining together with other companies/buying the competition to increase market share)?
6. **Does the company outsource manufacture** (other companies to produce their products under contract)? Most fashion retailers use this model e.g. Nike and Adidas.
7. **CHALLENGE: Is there any evidence of companies accessing the advantages of economic liberalisation** (e.g. the use of trade blocs, FDI.)
8. **CHALLENGE: Is there any evidence that the company is spreading its influence through glocalisation by developing products that reflect local tastes and customs** e.g. Marvel comics.

**The following links may be useful:**

Tesco: <http://www.tescocorporate.com/>

General Motors <http://www.gm.com/corporate/> Ford <http://www.ford.com/>

Disney <http://corporate.disney.go.com/>

Nike <http://www.nikebiz.com/>