U3.01 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is global business development?

Expansion of a business's markets, operations, production, finance or strategic relationships beyond its domestic country.

CARD 2

What are the four factors driving global business development?

Financial growth opportunities and/or loss minimisation; consumer purchasing and spending patterns; WTO regulations and sanctions; and deregulation of the financial market.

CARD 3

What are financial growth opportunities?

Opportunities to increase sales, profit, market share and shareholder value by expanding beyond the domestic market.

CARD 4

How can access to larger markets drive global business development?

Overseas markets can give a business access to more customers, increasing sales revenue and growth potential.

CARD 5

How can economies of scale drive global business development?

Higher international sales can increase production and reduce average cost per unit through larger production runs, bulk purchasing and more efficient systems.

CARD 6

What is loss minimisation?

Using global expansion to reduce costs, spread risk, avoid reliance on one market and protect against weaker domestic conditions.

CARD 7

How can spreading risk across markets minimise losses?

Operating in several countries reduces reliance on one economy, so weak demand or disruption in one market may be offset by stronger conditions elsewhere.

CARD 8

How can lower production or operating costs drive global expansion?

A business may locate activities overseas to reduce labour, rent, manufacturing or input costs, improving margins and reducing loss risk.

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CARD 9

How can global expansion extend the product life cycle?

A product that is mature or declining domestically may still have growth potential overseas, creating new demand and extending its life cycle.

CARD 10

What are consumer purchasing and spending patterns?

The way consumers choose, buy and pay for goods and services, influenced by income, lifestyle, culture, technology and online shopping.

CARD 11

How can rising incomes in emerging markets drive global expansion?

Higher incomes can increase demand for premium goods and services, creating new overseas growth opportunities.

CARD 12

How can digital payment systems support global business development?

They make cross-border purchasing faster and easier, helping businesses receive payments from international customers.

CARD 13

What is the World Trade Organisation (WTO)?

An international organisation that deals with the rules of trade between nations and supports a more predictable global trading environment.

CARD 14

How can WTO rules-based trade drive global business development?

Clearer trade rules reduce uncertainty over tariffs, subsidies, market access and fair treatment, increasing business confidence.

CARD 15

How can the WTO improve market access?

Lower tariffs, fewer quotas and clearer trade rules can make it easier and cheaper for businesses to export.

CARD 16

How can WTO dispute settlement support global business?

It provides a formal process for resolving trade disputes between countries, reducing uncertainty for businesses trading internationally.

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CARD 17

What is deregulation of the financial market?

The reduction or removal of government controls over financial institutions, interest rates, exchange rates, capital flows and financial services.

CARD 18

How can financial deregulation drive global business development?

It can make it easier to access overseas finance, attract investors, exchange currencies and complete international transactions.