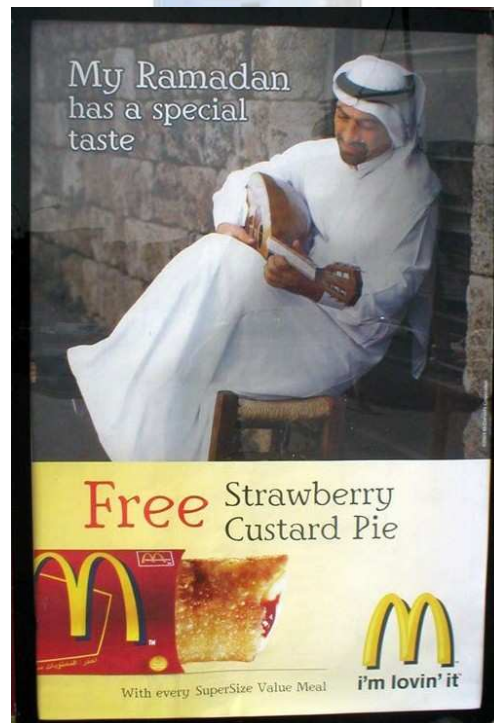


Transnational Corporation Case Study



1. Choose a TNC. The TNC should be in the **manufacturing or service sector**. Check that you can find enough information to fulfil the requirements below.
2. Produce a short summary of the companies interests, products etc.
3. Outline the history and growth of the company - especially through the initial stages of globalisation.
4. Detail the **production** of one of the company's products (the most important/well known product?). Which countries are involved?
5. Does the company operate within LEDCs? If so does it have policies about the use of labour, resources, pricing etc.?
6. Detail the **global market** of the company? Which countries are involved? Are any countries not sold to? If so, why?