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Research Two Multinational Companies

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Who has not had a sandwich or a drink from the globally famous McDonald's? With locations in 119 different countries and conveniently located in many regions in the middle east and Africa, Europe, Latin America, Asia pacific and North America it is hard to miss when traveling. Their mission as found on their website is to “Our purpose goes beyond what we sell. We’re using our reach to be a positive force. For our customers. Our people. Our communities. Our world.” McDonald’s has become a global nature according to forbes because of their “adaptation and innovation, coming up with fresh products and services to address the needs of a diverse consumer market—as shaped by demographic, economic and local factors around the world.” Each location takes into account the culture, local habits and incorporates it into the decoration and menu of each restaurant. An example would be in Beijing, China, a place where nobody places anything on the floors and would rather squat then sit on the bare ground, McDonald's designed bag hooks onto the chair by simply modifying their chairs by removing a piece of wood on the back allowing guests to hook their bags onto the edge. Big mac, chicken sandwiches, chicken nuggets, fries and wraps are some of the items found in most of the locations and also specialty items such as twisty pasta, corn and potato wedges can be found on the menu in Hong Kong.

Listerine, one of the more popular brands owned by Johnson & Johnson is also a multinational company and their mission as found on their website is “Caring for the world, one person at a time... inspires and unites the people of Johnson & Johnson. We embrace research and science - bringing innovative ideas, products and services to advance the health and well-being of people.” Rachael Abrams believes that in order to be a global nature company “The need to rethink old brands reflects a new reality, as companies like Johnson & Johnson are

increasingly aiming for the local cultures, appetites and customs of these new markets. ”in her article for the New York Times and also quoted Alison Lewis, chief marketing officer for Johnson & Johnson in the article who confirmed her views,“The biggest problem is if you don’t understand consumer needs..if you don’t do that well, you don’t win.” Several products Johnson & Johnson developed for different target audiences include Listerine Naturals, which has non synthetic ingredients, green tea listerine, geared towards Asian markets and also the alcohol-free Listerine Zero which is geared toward Muslim countries.

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