

Week 6: Global Perspective Assignment

Student Name

INTL500

Professor Edward Habs

Due Date

Introduction slide

- **Organization Names:** McDonald's
- **Primary Production:**
 - McDonald's: Fast food restaurant chain, primarily selling burgers, fries, and drinks.
 - Coca-Cola: Beverage company primarily selling soft drinks, including its flagship product, Coca-Cola.
- **Global Strategy:**
 - McDonald's: Localization strategy, adapting menu and marketing to cater to local tastes.
 - Coca-Cola: Standardization strategy, maintaining a consistent brand image while also localizing marketing efforts to appeal to local cultures.