

International business practices

1. Introduction

The global companies considered here are AT&T, Uni Lever and General Motors. The reason for choosing these three companies is they are from 3 different sectors. The analysis and examination of the companies in different sectors will enable us to know about the similarities and differences in organisational structure and marketing strategies.

The marketing strategies may vary according to the field the companies are doing the business, but the organisational strategies will have similarities. The similarities in the organisational structure and the differences in the marketing strategies were discussed. As the companies are working on three different sectors, generally they have different marketing strategies to expand globally. The need of following the chosen marketing strategies and the viability of the organisational structures are discussed. The effect of the organisational structure on the marketing strategy will also be explored. The need of the company and the expectations of customers and investors are also discussed.

AT&T

AT&T is the communications and entertainment company based in USA and working all over the world. The company offers communications, networking solutions and entertainment through internet. It operates as one of the world's most advanced and powerful global backbone networks. It has presence in almost all the continents, hence was termed as global company. It is the largest provider of broadband with more than four million lines in service according to the 4th quarter of 2006. It is also wifi provider of net services. It had hotspots in 79 countries.

The company follows corporate governance guidelines and code of ethics. These guidelines and ethics reflect in the behaviour of the organisational structure.

The organisational structure is as follows:

Audit Committee, Corporate Development Committee, Corporate Governance and, Nominating Committee, Executive Committee, Finance/Pension Committee, Human Resources Committee, Public Policy and Environmental Affairs Committee.

The above committees are supervised by the board of directors and the board of directors is headed by CMD.

The audit committee's focus will be on accounting practices. The corporate development committee will advise the board of directors in acquisitions, mergers and collaborations. Nominating committee will do the nominating the employees and senior executives to different posts. The executions of the operations will be monitored by executive committee. The finance and pension committee will look over the investment, salaries and pensions for the business and the employees. The human resources committee is responsible for the HRD practices in the organisation. Public policy and environmental affairs committee concentrates on social responsibility of the company.

Market Strategy: The market strategy of this company is to expand its services by acquisitions and the mergers. As a result a separate committee is present to advise and assist the board of directors regarding it. This type of marketing strategy is different from the similar companies like Yahoo and Google. In this aspect the marketing strategy of the company is not the expected one.

Unilever

The company does the business on consumer products. It has long history of successful business. The company offers a wide range of consumer products than any other company. The global penetration of the company is strategic. The top of the organisation is as usually the board of directors. There will be a committee with the executive directors who are the directors of the company. This committee will monitor the operations of the company.

Another committee is the committee of joint secretaries. This will ensure the availability of the information for the board of directors and the other committees. The non executive committee is the independent body that analyses the operations, strategies of the organisation. The next committee is the unilever executive, which is responsible for managing profit and loss and even delivering the growth.

Marketing strategy: The strategy of the firm is to establish subsidiaries in various countries to increase its global presence. The subsidiaries work with different names under the control of Uni lever management. For example, the Indian subsidiary is 'Hindustan Lever Ltd'. This type of subsidiaries will be closer to the people of the country the company is operating. Another strategy the company follows is that no age group people will be out of the purview of the products of the company. The company even attracts the older people for its beauty products. The second point can be considered as the main thing for the success of the company. This type of strategy is not only unexpected and can be termed as innovative.

General Motors

General Motors Company is the biggest automobile company in the world. The organisational structure of it as follows.

Chairman & Chief Executive Officer, Vice Chairmen, Group Vice Presidents, Other Senior Leaders, Staff Officers

As the chairman and CEO is the same person, the authority is integrated. There are vice chairmen and vice presidents who work under the board of directors. Under the vice presidents the senior leaders will work as managers of the departments. The staff officers will work under these managerial level officers.

The company has the presence in every continent and almost every country that have substantial population. 3

Marketing Strategy:

The marketing strategy of the company is offering the utmost quality. People feel that the vehicle manufactured by the GM is the most qualified vehicle. The brand name is due to the quality offered by the company. The production of the cars that are used by average income group is very low. It concentrates on rich people who want both quality and presentation.

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