Strategic choices based on data, perceptions of the environment and other
factors can lead to increased profitability and market share. However, this
approach is limited by the lack of cooperation and resources available
towards solving global challenges. A more nuanced approach is needed,
which recognizes that solutions to problems require collaboration and
involvement from all stakeholders. This requires an understanding of
how the global environment impacts local businesses, and how to
adapt to these changes.

The transition from a local company to a global one starts with basic
information and questions: Who are our customers? What are our
products? What do our customers want? How do we
serve our customers? These questions require a re-
orientation of the corporation, whether large or small, requires a re-

Corporation
Corporation is a globally oriented
What It Takes to Become
3

Global
Small Firms
The strategic/organizational matrix is the strategic orientation that provides the foundation for the organization. Strategic orientation is the set of decisions and actions that shape the organization's direction and determine its success. It is the strategic position of the organization in the market, the industry, and the environment. The matrix is a tool for organizations to align their strategic decisions with their organizational resources and capabilities.

Decomposition into essential characteristics

In general use, the essential characteristic is the smallest unit of analysis that can be measured or observed. It is the basic building block of the system. In the context of the strategic/organizational matrix, the essential characteristic is the primary driver of the organization's strategic orientation. It is the factor that determines the organization's success or failure.

Understanding, execution, and alignment must be recognized, and the nature of their interdependence must be understood. The strategic/organizational matrix is a tool for organizations to align their strategic decisions with their organizational resources and capabilities.

Catalyst development and execution are closely coupled. How successful an organization is depends on how well it can execute its strategy. The matrix helps organizations to identify the essential characteristics that drive their success and to align their strategic decisions with those characteristics.
not just mindful of the performance of the products of their offerings, but also mindful of the performance of the products of their offerings. This is especially true in the context of global markets, where the performance of products in one market can impact the performance of products in others. For example, if a product is successful in one market, it may be able to capture a larger share of that market, which can then be used to drive sales in other markets.

The Global Economic Environment

In recent years, the global economic environment has become increasingly complex and unpredictable. There are many factors that can affect the performance of products, including changes in demand, shifts in consumer preferences, and changes in economic conditions. This has led many companies to reevaluate their strategies and to focus on strategies that are more resilient to changes in the global economic environment.

The Traditional Classic Economy of Local Environment

In contrast to the global economy, the traditional classic economy of local environment is more stable and predictable. In this environment, businesses are able to develop and implement strategies that are tailored to the specific needs of their local markets. This can help to ensure that these businesses are able to achieve success in the long term.

The Role of Innovation

In both the global and local economies, the role of innovation is critical to success. Companies that are able to innovate and develop new products and services are more likely to be successful. This is especially true in the context of the global economy, where competition is fierce and the pace of change is rapid.

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REFERENCES


Appropriately, this second step should yield significant gains. The second step is to implement systematically in the organization the lessons that have been learned. First, it is important to identify the core components of the organizations' products, services, or activities to which the global activity can be linked. By focusing on these core components, the organization can more clearly identify its competitive advantages.

For example, in the case of the shoe industry, the shoe industry's core components are the design, manufacturing, and distribution of shoes. By focusing on these core components, the organization can more clearly identify its competitive advantages.

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