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• **GLOBAL BUSINESS
ENVIRONMENT**

• **ASSIGNMENT 1: TASK 2**

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REFERENCES

MITSUBISHI SHIPBUILDING CO., LTD

- **ESTABLISHED 1 JANUARY 2018**
- **THEY COVER ALL THE MARITIME (SEA AND OCEAN) BUSINESSES RUNNED BY MITSUBISHI HEAVY INDUSTRIES GROUP**
- **IN JAPAN AND AROUND THE WORLD THEY SUPPORT AND HELP DEVELOPING MARITIME INDUSTRY INCLUDING ESTABLISHMENT OF MARITIME LAWS,REGULATIONS ,AND STANDARDS.**
- **MANUFACTURING A WIDE RANGE OF SHIPS AND MARITIME PRODUCTS**
- **COSTUMER-FIRST PHYLOSOPHY** Mitsubishi Shipbuilding co., ltd (2018)



KINGDOM OF THE NETHERLANDS

POLOTICAL

ECONOMIC

SOCIAL

TECHNOLOGICAL

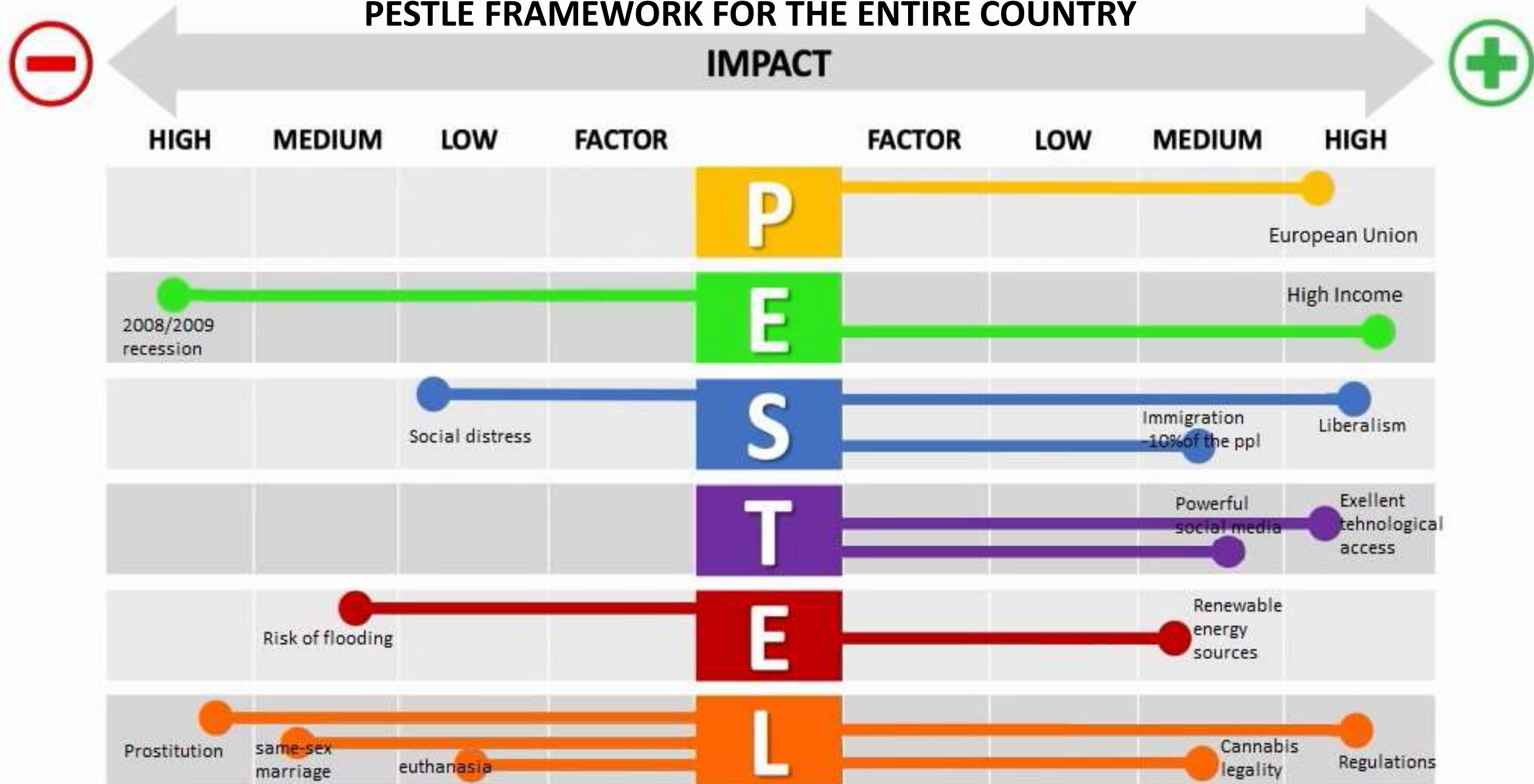
LEGAL

ENVIRONMENTAL

Perera, R. ed 2.0 (2017)

Bush(2019)

PESTLE FRAMEWORK FOR THE ENTIRE COUNTRY



OPPORTUNITIES



EMPLOYMENT RATE



RICH OF RESOURCES



PRIVATE FREE-MARKET SYSTEM



**MAIN EXPORT SUCH AS MACHINERY
AND TRANSPORT EQUIPMENT**

Heslinga(2022)

ADVANTAGES

- THE DYNAMICS OF THE SYSTEMS
- FOREIGN
TRADE
- INFRASTRUCTURE

CHALLENGES

- COMPETITIVE MODELS
- The Global financial crisis gives a new start for the shipbuilding industry.
- The constant upgrading of the facilities .

THREATS

- Tendency "buy European" when an appropriate Dutch product is not accessible.
- joint venture between Europe and US.
- Potential delay the start-up of business activities due documentations with electric suppliers.
- Lack of master data
- Big risk in the building techniques
- Inflation and cost of living

STRATEGIES FOR SUCCESSFUL OPERATING IN NETHERLANDS

- INTER-FIRM RELATIONS
 - CLUSTERING
- STRATEGIC GEOGRAPHICAL CHOICE

Lengen(2010)
CT Corporation Staff (2019)
Lee(2014)

CONCLUSION

In the slides described above, we acquainted with the business of Mitsubishi Shipbuilding co.,ltd.

We discussed The Kingdom of the Netherlands and the most important factors that make the country progressive.

Examined and applied a PESTLE study analysis by revealing the main pluses and minuses in the economy of the Netherlands.

We also discussed the advantages, opportunities, threats and barriers behind the globalisation of business.

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