

# GLOCALISATION

## Meaning of **GLOCALISATION**

### **GLOBALISATION**

Globalization is the **tendency of businesses, technologies, or philosophies to spread throughout the world**, or the process of making this happen. The global economy is sometimes referred to as a globality.

### **LOCALISATION**

Localization is the process of **adapting a product or service to a particular language, culture, and desired local "look-and-feel."** Ideally, a product or service is developed so that localization is relatively easy to achieve.

# GLOCALISATION

## What is LOCALISATION

**MODIFY** or **CHANGE** any goods (products) and services to suit the local's (public) lifestyle or needs

- ✓ Language
- ✓ Time zones
- ✓ Money (currency)
- ✓ National holidays
- ✓ Local color sensitivities
- ✓ Product or service names
- ✓ Changes to Product/Service



**GLOBALISATION**

**LOCALISATION**



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## CASE STUDIES (1)

### Mercedes Benz

#### USA model



#### Malaysia model



#### Left Hand Driving



#### Right Hand Driving



**GLOBALISATION**

**LOCALISATION**



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## CASE STUDIES (2)

### Kentucky Fried Chicken (KFC)



**ORIGINAL**

Localized Product (food),

- CURRY FLAVOUR
- TOM YAM FLAVOUR\*
- BURGER SATAY\*

\*No longer in sale



**LOCALISED**



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**LOCALISATION**



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## Advantage of GLOCALISATION

- ✓ Increase profit from sales
- ✓ The product/service reach public easily
- ✓ Public will recognize the BRAND easily
- ✓ Operations are much more effective



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## Disadvantage of GLOCALISATION

- ✓ Increases competition in local market
- ✓ High risk for an Organization



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## Failure of GLOCALISATION

- ✓ Losing Sales & Profit
- ✓ Waste of BRAND Name



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# GLOCALISATION

## Impact/Effect on ASIA Economy

Based on Australia Parliament Report

- ✓ Export-led growth & opening of domestic markets
- ✓ Weak institutions (countries) unable to handle the adjustment
- ✓ Increased inequality between and within countries
- ✓ Increase Rates (incomes per head)
- ✓ Imports of goods and services increased



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# GLOCALISATION

## Impact/Effect on MALAYSIA Economy

Based on Mahathir's Statement at  
South African International Dialogue

- ✓ Fixed exchange rate was applied
- ✓ Increased foreign competition on local banks or industries - Implementation of AFTA (the Asean Free Trade Agreement)
- ✓ Led to the government involvement (Banking & Industries)



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**LOCALISATION**



**GLOCALISATION**

**END  
of  
PRESENTATION**

QUESTIONING & ANSWERING TIME



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