

CHEVRON

4 aspects of the Diamond of National Advantage

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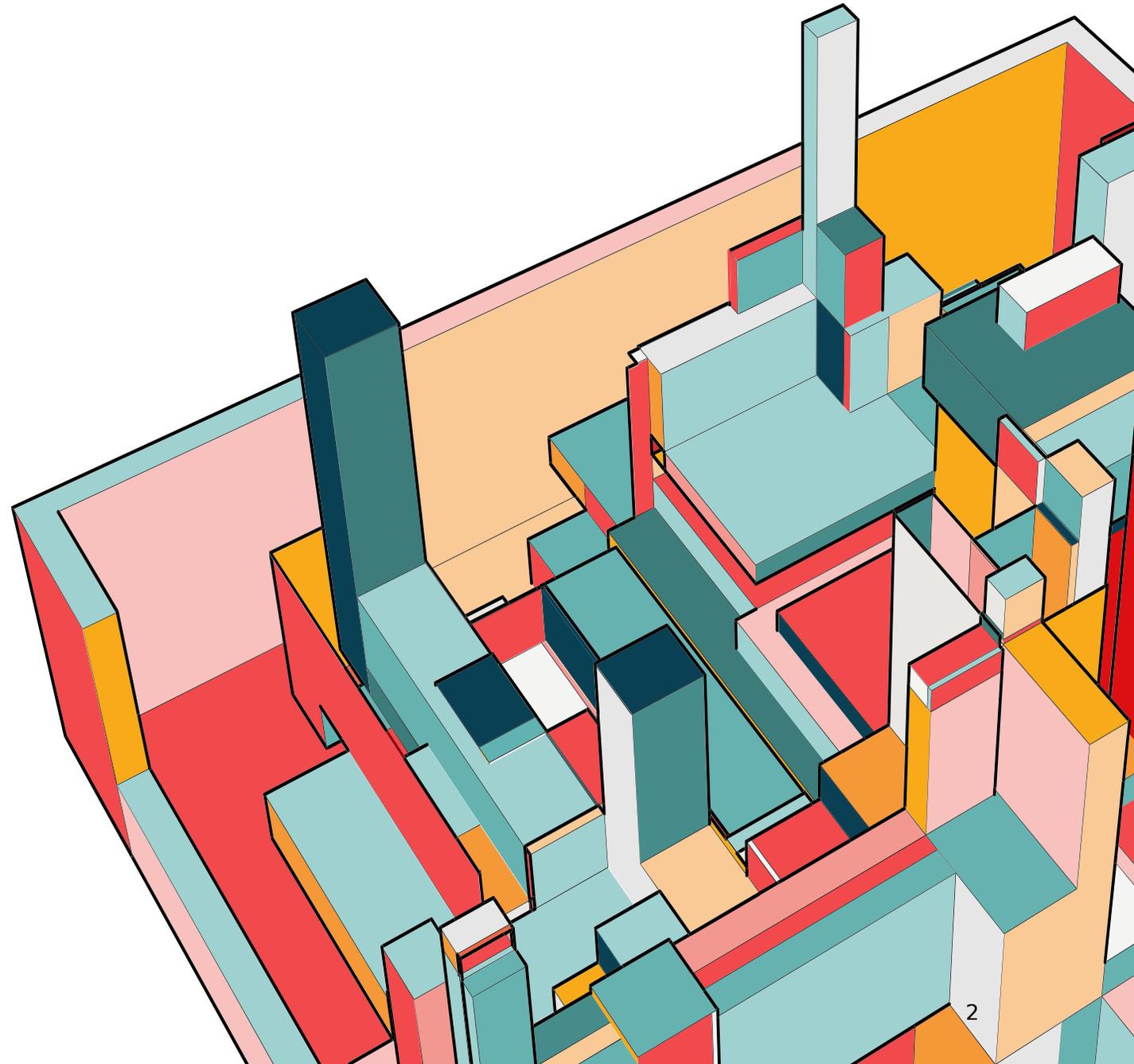
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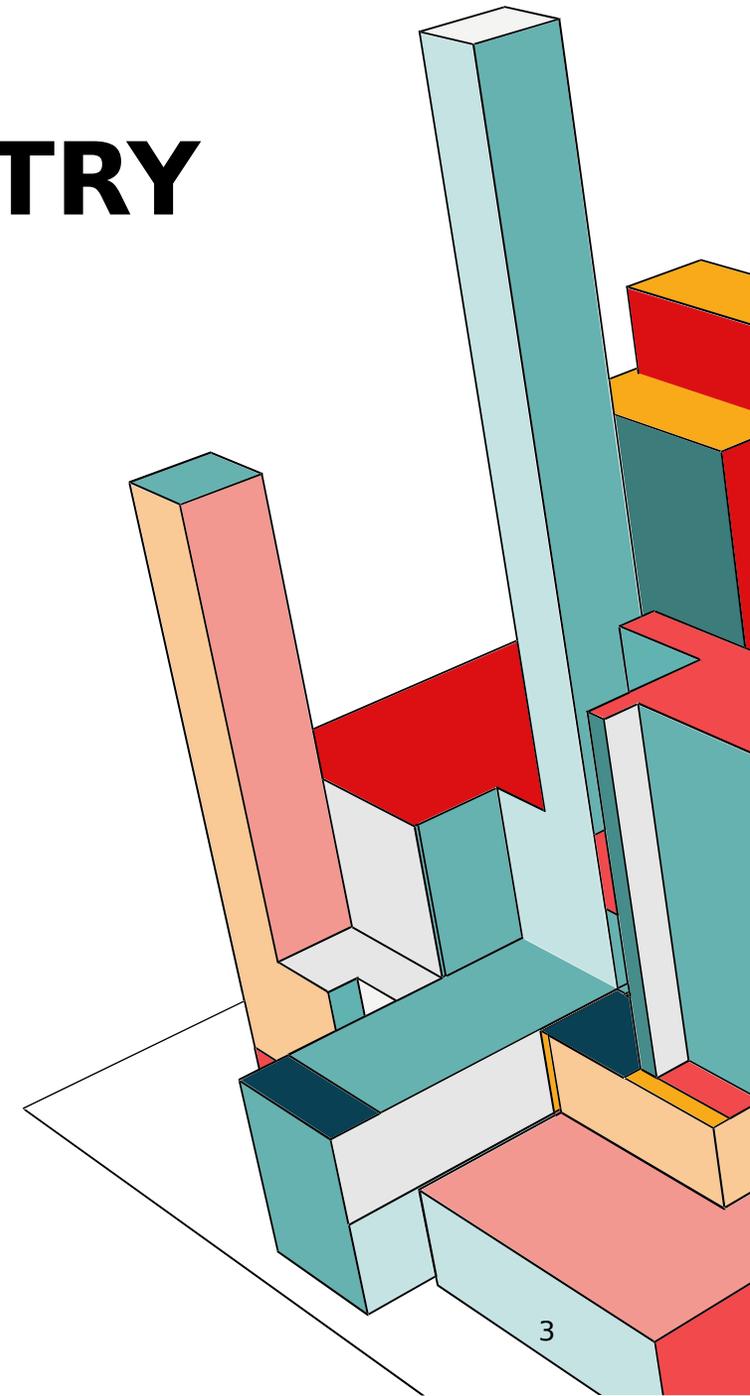
AN AGENDA

Chevron is a leader in improving how reliable and affordable energy is developed and delivered to meet global demand. They are making their operations more energy efficient, reducing flaring, managing methane emissions and investing in low-carbon technologies. Chevron is one of the world's leading integrated energy companies. Our success is driven by our people and our collective commitment to delivering industry-leading results and superior stockholder value in any business environment. We explore for, produce and transport crude oil and natural gas; refine, market and distribute transportation fuels and lubricants; manufacture and sell petrochemicals and additives; and develop and deploy technologies that enhance business value in every aspect of the company's operations. The energy demands of the world are greater today than at any other time in human history.



INDIA IS THE CHOSEN COUNTRY

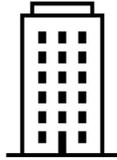
India would be a great place to expand and grow the Chevron business. It has plenty of opportunities to grow and offer jobs and gain new customers. When a new business wants to start in an unfamiliar territory, they must have a plan in place and be willing to make and accept the changes needed to be successful.



4 ASPECTS OF THE DIAMOND OF NATIONAL ADVANTAGE



Demand
conditions



Supporting
Industries



Factor Conditions



Firm Strategy &
Competition

THE 4 FACTORS

- **Factor conditions-** Factor conditions - The labor concerning India is also not expensive than other Western country. There's availability of public services & connectivity in this country to assist the business concerning the correct supply chain which can easy logistics administration.
- **Demand conditions** – This country is extremely inhabiting & expanding with an expansion concerning buying power and expenditure intention of the national. I found it to be a great, target market to set up its industry in India.
- **Supporting Industries** - India is full of manufacturers & entrepreneurs. Sourcing material will not be a problem or challenge. There are several different logistics businesses that assist in transportation and movement of products. I found it to be at least 3 PLs which can assist in Targeting and oversee inbound & outbound logistics simply.
- **Firm Strategy, structure, and competition** – Believe it or not there plenty of competition inside India. This is due to the huge market, in the terms of demand & supply which enhances rivalry inside firms. Which frequently leads to innovative and creative resolutions to fulfill consumer demands.

4 ADJUSTMENTS LEADERS SHOULD MAKE WHEN THEY GROW INTERNATIONALLY

- **LANGUAGE:** Businesses commonly encounter language obstacles in their worldwide operations, are known to be challenging to conquer and, if not handled properly, will result in the damage to a business's power to create or built a credible brand image.
- The linguistic diversity of nations, involving differences in accents, the usage of idioms, and the presence of cultural barriers, can obstruct efficient communication.

DEVELOPING A GLOBAL MINDSET

- - Developing a global mindset - Managers must reset their minds and release the advantages that they get in their home nation. They must start thinking globally like they were part of the international market and not just their home nation.

DEVELOPING SENSITIVITY TO CULTURAL DIFFERENCES

Developing sensitivity to cultural differences . Leaders must be effectively in order to create a transformation management strategy. The system to guarantee that there no cultural variations in India does not influence personnel & the business. They must be more comprehensive & friendly to diverse cultures and diversity.

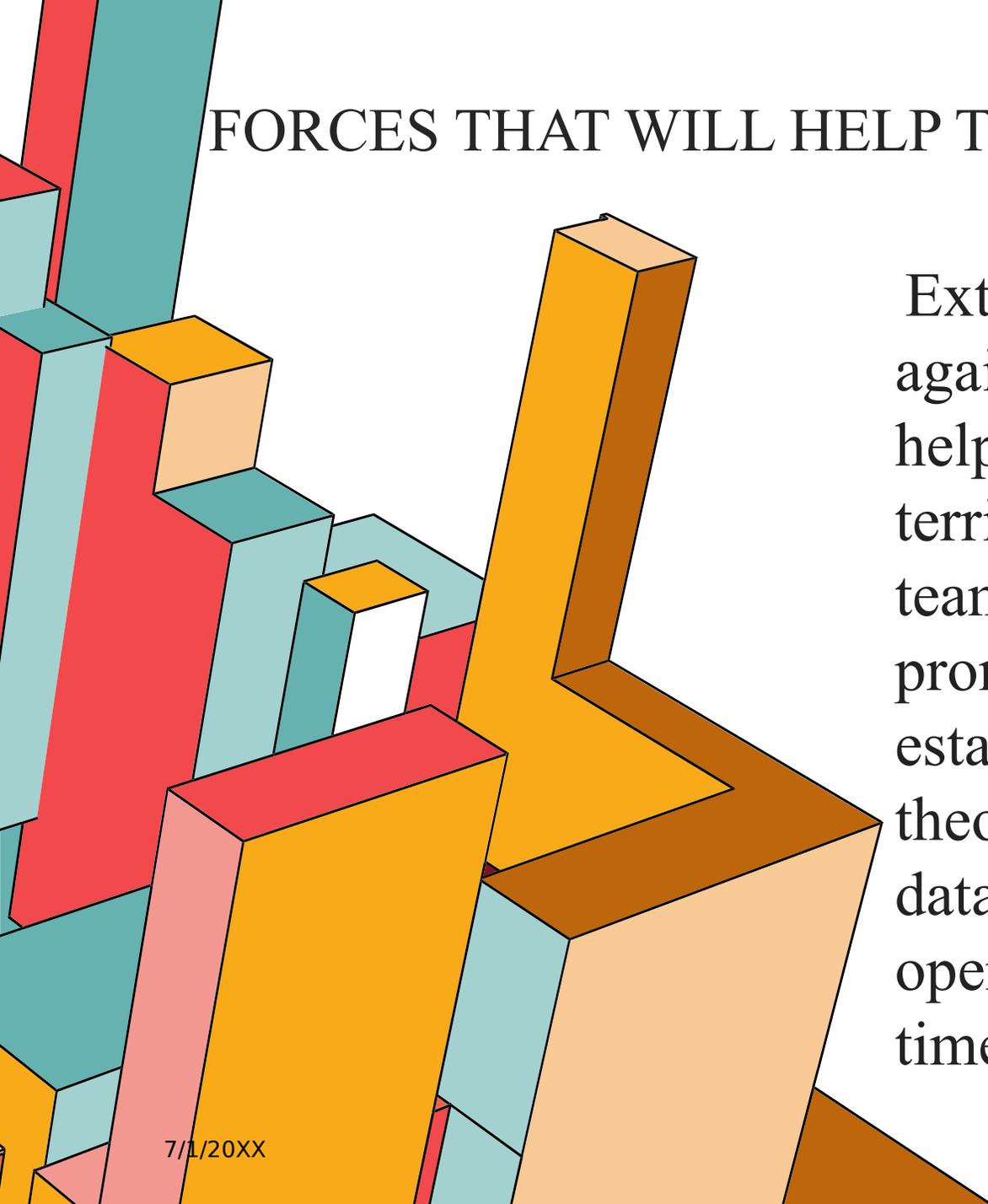


DECENTRALIZIN G

- Decentralizing - Leaders must generate a small ratio of autonomy in the hierarchy even tho it's in a new nation. Local groups should be allowed to conduct marketing as per the local needs or demands and market.

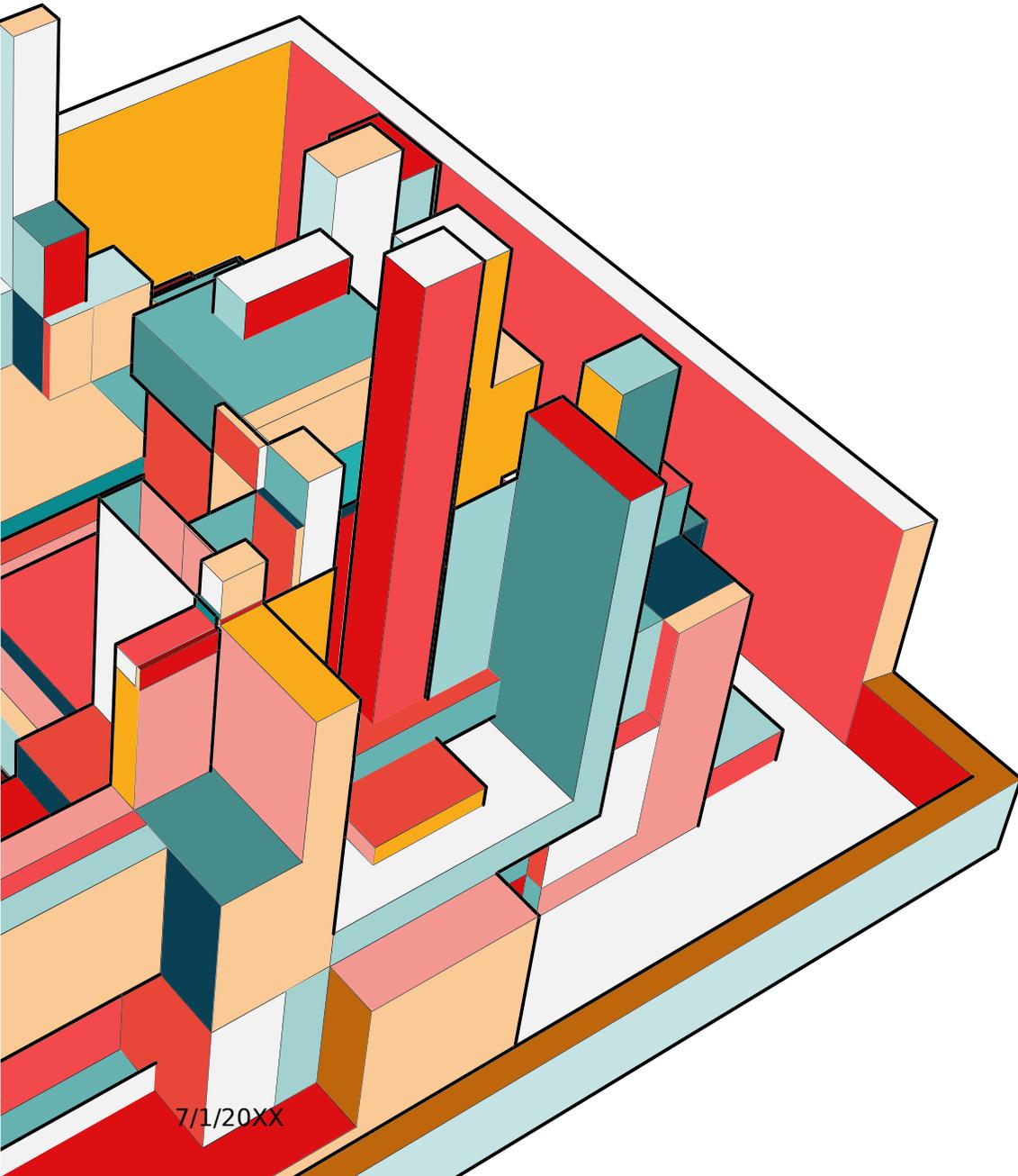
LEVEL OF INVOLVEMENT

- - Level of involvement - A leader or manager have knowledge about the level at which their involved in concerning themselves & the business and how the business functions of India and not impede constantly.



FORCES THAT WILL HELP THE ORGANIZATION SUCCEED

External & Internal forces that are in favor and against - Chevron is monetarily powerful. This helps them to setup businesses in various territory and at the same time develop a powerful team. Chevron has the experience and a promising brand view which can assist in establishing and beginning operations. India is theoretically growing. It maintains an excellent data management process. That helps Target and operate their enterprise better and at the same time have good control.



A CONCLUSION

A business should look at expanding in India because it is a growing market which has excellent potential and people have increased their standard of living. This will help the company target various segments in the country with different value propositions. The competitiveness of a country in a certain industry is also influenced by healthy rivalry among local businesses. To make the most of their important partnerships and potential commercial prospects, company owners must develop an effective plan for overcome obstacles when it comes to relocated to a new country.

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