

Foreign Influence on local Markets

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Key Section

Here's what we will cover:

- Introduction
- content
- Introduction of foreign influence and local market
- type of foreign influence
- positive and negative impact of foreign influence
- Example/ Case study
- Government role on foreign influence
- conclusion





Foreign influence

Foreign influence refers to the effect that goods, services, capital, culture, and technology from other countries exert on local markets, businesses, and lifestyles.

Globalization connects local
and global markets

Local Market

Local market is a marketplace within a limited region where goods and services are exchanged, mainly produced and sold by local businesses for community needs.

- **Small-scale, community-based trade**
- **Local producers and traditional practices**
- **Limited geographical reach**



Types of Foreign Influence

- Foreign Direct Investment (FDI)
- Imports & Exports
- Multinational Companies (MNCs)
- Cultural & lifestyle impact
- Technology transfer



An abstract graphic on the left side of the slide. It features a white pentagon with a blue squiggly line inside it. Above the pentagon is a light brown curved shape. Below the pentagon are two more light brown curved shapes, one of which has a white spiral line. A blue squiggly line also overlaps the left side of the pentagon.

1 • Foreign direct Investment

Foreign influence often leads to **job creation** as businesses expand, resulting in improved infrastructure that benefits local communities through enhanced services and facilities.

Technology Adoption and Variety

The introduction of foreign companies encourages **technology adoption**, allowing local businesses to access new tools and innovations, while also providing a greater variety of affordable products for consumers.



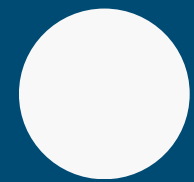
Challenges for Small Businesses

Small businesses face **significant challenges** due to foreign influence, as they struggle to compete against larger entities with more resources and better pricing strategies, risking their survival.

Over-dependence on Foreign Goods

Over-reliance on foreign products can lead to a **lack of self-sufficiency**, impacting local production and making economies vulnerable to global market fluctuations and supply chain disruptions.

Thank you!



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