

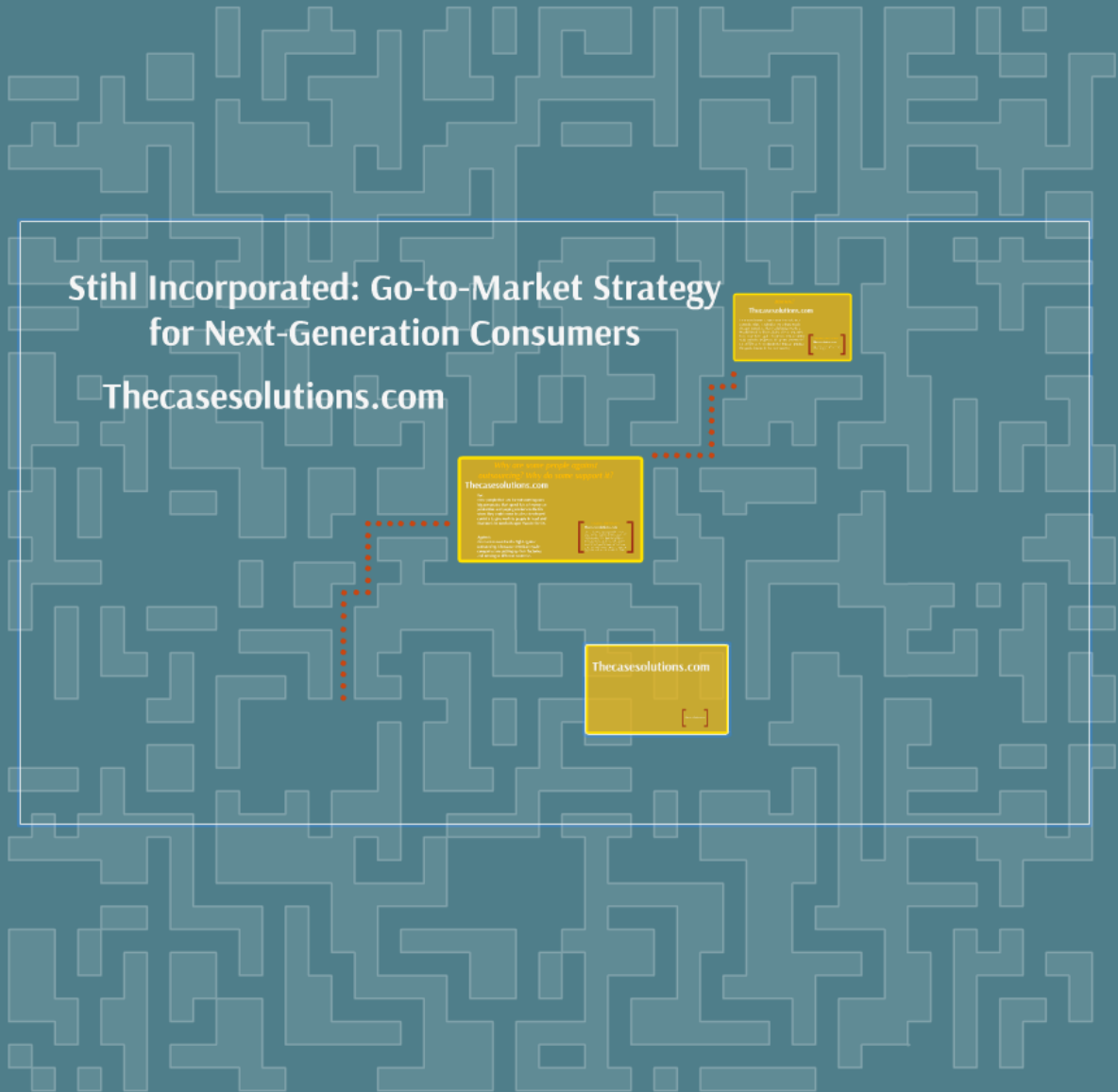
Stihl Incorporated: Go-to-Market Strategy for Next-Generation Consumers

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Why are some people against outsourcing? Why do some support it?

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For:
most people that are for outsourcing see the benefits that spread to everyone or production of paying workers in the US when they could earn a lot more money in other countries to get work to people in need and that work is much cheaper than in the US.

Against:
the main reason for the fight against outsourcing is because American-made companies are picking up their factories and moving to different countries.

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most people that are for outsourcing own big compnaies that spend lots of money on production and paying workers in the US when they could move to a less developed country to give work to people in need and that work be much cheaper than in the US.

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Companies that Outsource

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Taiwan: Nike is outsourcing to Taiwan, which is one of many places they outsource to. They outsource because it makes production of their products cheaper. Since it's cheaper to produce in a developing country they can produce and upsell more products at a higher retail price.

United States: Apple designs it's products in the US because it's easier top have the designers on hand in the country to discuss the mechanics in person. However, they have their products made in other countries for cheaper work.

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Barriers?

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A common barrier is a government subsidy to a domestic industry. Subsidies make those goods cheaper to produce than inside foreign markets. Possibilities of tariffs could also affect companies from properly being able to outsource to a country. Making goods cheaper could happen between the US and China if they decide that they can produce the goods cheaper in their own country.

Outsourcing: Healthy or hindering?

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I think outsourcing is hindering because it takes away jobs for those in the American society that need it, furthering us into debt and unemployment.

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