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“Why do firms become multinational enterprises? Using examples, explain what motivates organisations to engage in international business and how they internationalise”

A multinational enterprise refers to a firm situated in and actively utilising numerous countries across the globe for the likes of manufacturing, production, and trading. However, the firm is managed from one home country (the host) in which the headquarters are situated. A multinational enterprise (MNE) is most likely situated in a variety of contrasting countries in terms of economic prosperity, each country providing specific benefits to the MNE and hence providing motivation for the cause of internationalisation. “A MNE often plays a significant pivotal in linking rich and poor countries and transmitting capital, knowledge, ideas, and value systems across borders”. (Meyer, 2004) In this essay, I’ll be looking at a variation of reasons for motives and a