

EXAMPLES OF THE GLOBALISATION OF DESIGN AND MANUFACTURING

By V.Ryan

1. Directors of a venture capital company based in the UK, decide to initiate design work on a new product, a flexible mobile phone. The phone will be sold in several countries.



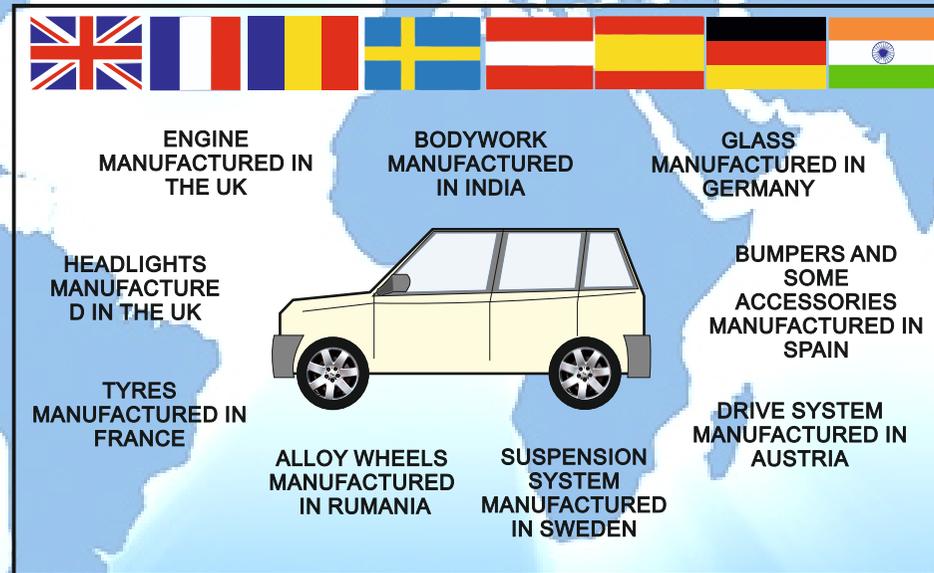
2. The design work is awarded to an Italian design company.



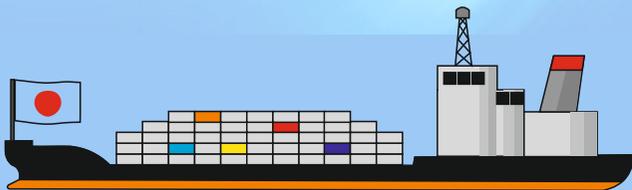
3. Prototype flexible phone manufactured and tested by a specialist German technology company.



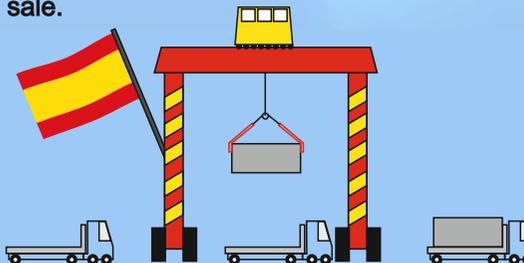
4. New flexible mobile phone manufactured in China, on an electronics production line. Mass production.



5. Thousands of the new flexible mobile phone, transported by Japanese containers ships around the world, to the market place.



6. One containership, on arrival at a port in the Spain. The containers (containing the phones) are unloaded and transported to retailers, ready for sale.



7. Phone purchased and taken home for use. The profits return to the Venture Capital company and a dividend is paid out shareholders, around the world.



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