

# Impact of Globalization on Small Businesses



# Vocabulary

**Sustain:** to cause to continue for an extended period or without interruption.

**Incentive:** a thing that motivates or encourages someone to do something.

**Revenue:** income, especially when of an organization and of a substantial nature.

**Headquarters:** the premises serving as the managerial and administrative centre of an organization.

**News outlet:** a newspaper, television company or other mass media which publishes news stories.

**Marketing tools:** promotional strategies and actions that a company uses to develop and promote its products or services.

**Boost (in something):** an increase or improvement.

# Introduction



Globalization signifies a process of internationalization plus liberalization, in which the world has become a small village due to the concept of globalization. The competition has become intense in every field. Nations struggle to **sustain** their economy by introducing new policies and announcing **incentives** to support mainly their economic indicators.