

# Impact of Globalization on Canadian Business Decisions

How Consumer Choices and Attitudes  
Shape Business Strategies

# Introduction to Globalization

- Definition of globalization
- Consumer choices in a globalized economy

# Access to Global Markets

- Growth of e-commerce
- Competition with global brands

# Shifting Consumer Attitudes

- Importance of sustainability
- Role of technology in consumer behavior

# Product Customization

- Importance of localizing global products
- Example of adapting global flavors for Canadian consumers

# Ethical and Sustainable Choices

- Influence of brand values on consumer decisions

# Pricing and Global Competition

- Price sensitivity in a competitive global market
- Need for innovation

# Marketing Strategies

- Adapting marketing for global and local audiences



# Supply Chain Management

- Global sourcing and its risks

# Conclusion

- How Canadian businesses must adapt to consumer choices in a globalized world