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Multinational Financial Management: An Overview

CHAPTER OBJECTIVES

The specific objectives of this chapter are to:

- Identify the management goal and organizational structure of the MNC.
- Describe the key theories about why MNCs engage in international business.
- Explain the common methods used to conduct international business.
- Provide a model for valuing the MNC.

Multinational corporations (MNCs) are defined as firms that engage in some form of international business. Their managers conduct international financial management, which involves international investing and financing decisions that are intended to maximize the value of the MNC. The goal of these managers is to maximize their firm's value, which is the same goal pursued by managers employed by strictly domestic companies.

Initially, firms may merely attempt to export products to a certain country or import supplies from a foreign manufacturer. Over time, however, many of these firms recognize additional foreign opportunities and eventually establish subsidiaries in foreign countries. DowDuPont, IBM, Nike, and many other U.S. firms have more than half of their assets in foreign countries. Many technology firms, such as Apple, Facebook, and Twitter, expand overseas in an effort to capitalize on their technology advantages.

Some businesses, such as ExxonMobil, Fortune Brands, and Colgate-Palmolive, commonly generate more than half of their sales in foreign countries. Many smaller U.S. firms such as Ferro (Ohio) generate more than 20 percent of their sales in foreign markets. Likewise, some smaller private U.S. firms such as Republic of Tea (California) and Magic Seasoning Blends (Louisiana) generate a substantial percentage of their sales in nondomestic markets. In fact, 75 percent of U.S. firms that export products or services have fewer than 100 employees.

International financial management is important even to companies that have no international business. These companies must recognize how their foreign competitors will be influenced by movements in exchange rates, foreign interest rates, labor costs, and inflation. Such economic characteristics can affect the foreign competitors' costs of production and pricing policies.

This chapter provides background on the goals, motives, and valuation of a multinational corporation.

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