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c) Continued globalisation can impact on the future consumption of Barbie. Globalisation is becoming one of the biggest changes and challenges in the world that has ever occurred. Globalisation could change the view society already has on Barbie. This could be a positive or negative change. Barbie has a whole life created for herself. She has had 100's of different careers and professions. She has lots of friends and family. She is beautiful and she still has never been married. Barbie has already changed massively due to globalisation. And will continue to evolve. The growth of Barbie may change who consumes this product and also how much money Mattel make out of her.