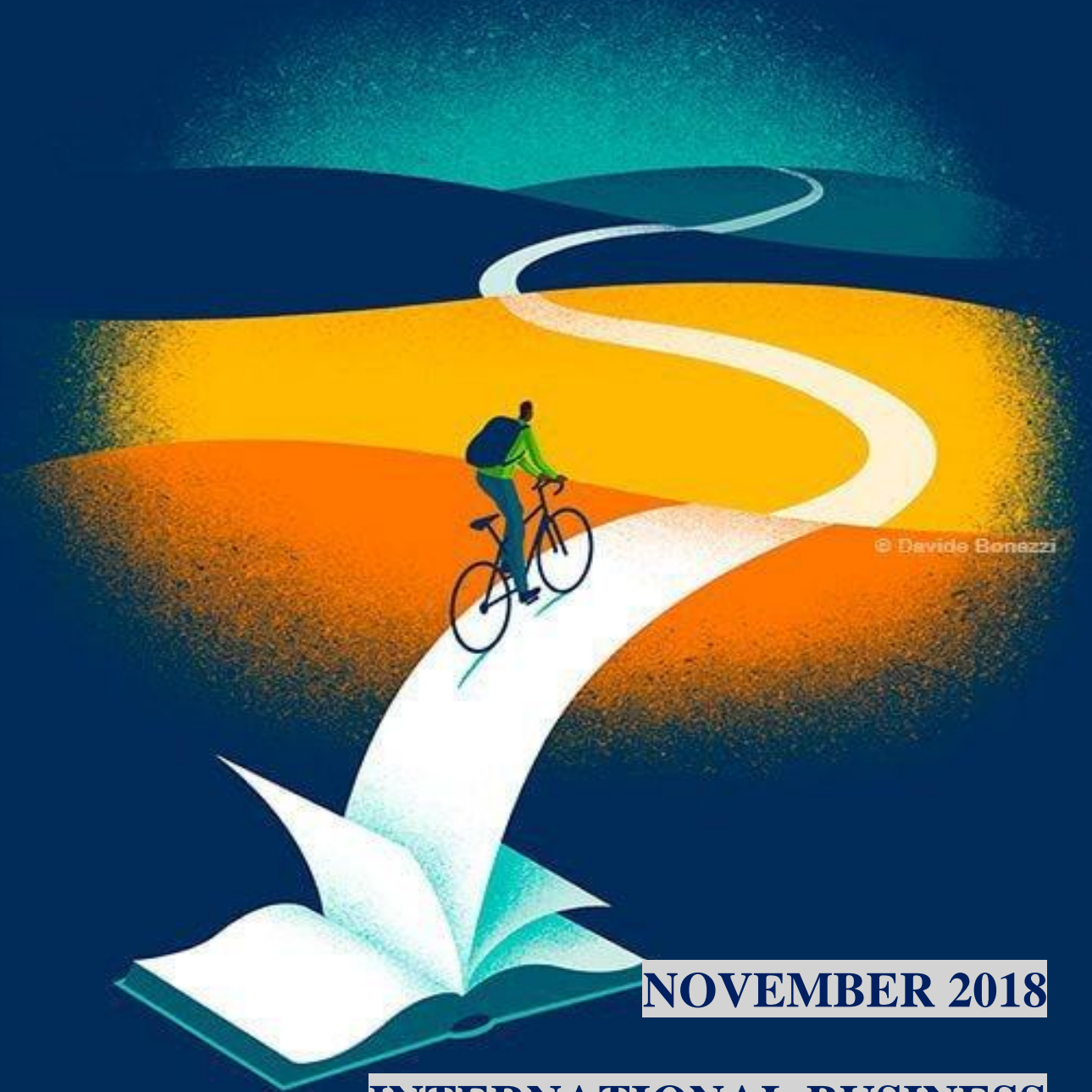


Business Acutities



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INTERNATIONAL BUSINESS

CONTENTS

S.NO	TITLE	PAGE NO:
1.	AMAZON	4
2.	GENERAL MOTORS	5
3.	BITCOINS	7
4.	UBER AND LYFT	9
5.	US – CHINA TRADE	10

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AMAZON

1. **HQ2 Selection:** In November 2018, Amazon announced its selection of two new headquarters locations: Long Island City, New York, and Arlington, Virginia. These locations were chosen after a highly publicized competition



among several cities in North America.

2. **Record-Breaking Holiday Sales:** Amazon typically experiences a significant increase in sales during the holiday season. In 2018, the

company reported record-breaking numbers, with Cyber Monday becoming its biggest shopping day ever at the time.

3. **Expansion of Amazon Go Stores:** November 2018 marked the expansion of Amazon's cashier less convenience store concept, Amazon Go. The company opened new locations in Chicago and San Francisco, offering customers a checkout-free shopping experience.
4. **Black Friday and Cyber Monday Deals:** Amazon is



known for its Black Friday and

Cyber Monday sales. In 2018, the company offered a wide range of discounts and deals across various product



categories, attracting millions of online shoppers.

5. **Amazon Web Services (AWS)**

Announcements: Amazon's cloud computing division, AWS, is a significant part of its business. While specific November 2018 announcements are not available, AWS generally makes regular updates, introducing new services, features, and

partnerships to enhance its cloud offerings.

GENERAL MOTORS

1. **Workforce Reductions:** On November 26, 2018, General Motors announced a major restructuring plan that included cutting approximately 15,000 jobs and closing five production plants in North America. The move was part of a broader strategy to shift resources towards electric and



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autonomous vehicles while

addressing changing market demands.

2. **Electric Vehicle (EV) Focus:**

In line with their commitment to electric mobility, GM unveiled plans to introduce at least 20 new all-electric vehicles globally by 2023. This included



the introduction of the Chevrolet Bolt EV and the upcoming GMC Hummer EV.

3. **Maven Car-Sharing Service**

Expansion: GM's car-sharing service, Maven, expanded to several new cities in 2018, including Toronto and Los Angeles. Maven offers short-term rentals of GM vehicles to

individuals and organizations seeking convenient and flexible transportation options.

4. **Autonomous Vehicle**

Development: General Motors continued to invest in self-driving technology through its subsidiary, Cruise Automation.



In November 2018, Cruise Automation announced plans to test its autonomous vehicles in New York City, a challenging environment that would help further develop and refine their self-driving systems.

5. **Strong Financial Performance:** In November 2018, General Motors reported solid financial results, with revenue and earnings exceeding expectations. The company's performance was driven by strong sales of trucks and SUVs in North America.

BITCOINS

1. **Market Volatility:** November 2018 was marked by a significant decline in the price



of Bitcoin and other

cryptocurrencies. The market experienced a prolonged bearish period, with Bitcoin's price dropping below \$4,000, reaching its lowest point of the year.

2. **Bitcoin Cash Hard Fork:** On November 15, 2018, Bitcoin Cash (BCH), a cryptocurrency that originated from a previous



hard fork of Bitcoin, underwent a contentious hard fork of its own. The split resulted in two separate chains, Bitcoin Cash ABC (BCHABC) and Bitcoin

Cash SV (BCHSV), each with its own set of supporters.

3. **Regulatory Scrutiny:**

Regulatory agencies around the world continued to closely monitor and assess the cryptocurrency space. In November 2018, the U.S.



Securities and Exchange Commission (SEC) intensified its crackdown on initial coin offerings (ICOs) and issued fines to several ICO projects for violating securities laws.

4. **Institutional Adoption:**

Despite the market downturn,

institutional interest in Bitcoin and cryptocurrencies continued to grow. Major financial institutions and asset management firms, such as Fidelity and Intercontinental Exchange (ICE), announced plans to launch cryptocurrency-related products and services, aiming to cater to institutional investors.

5. **Bakkt Bitcoin Futures**

Launch: Bakkt, a digital asset platform owned by ICE, launched physically-settled Bitcoin futures contracts on December 12, 2018. This launch was seen as a significant step toward bringing more institutional investors into the Bitcoin market.

UBER AND LYFT

UBER:

1. **IPO Preparation:** Uber was actively preparing for its highly anticipated initial public offering (IPO), which was scheduled for 2019. The company was taking steps to finalize financial disclosures



and improve its corporate governance structure ahead of going public.

2. **Expansion of Uber Eats:** Uber's food delivery service, Uber Eats, continued its expansion efforts in November

2018. The company introduced its services to new cities and partnered with various restaurants to provide customers with a wider range of dining options.

3. **Safety Initiatives:** Following a series of safety concerns and incidents involving Uber drivers, the company focused on enhancing safety measures. In November 2018, Uber

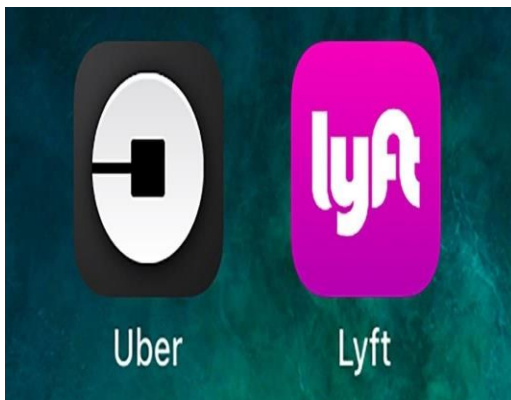


introduced a RideCheck feature, which used GPS and other sensors to detect possible safety issues during a trip and prompt support from Uber's safety team.

Lyft:

1. **Expansion into New Markets:**

Lyft was actively expanding its services to new cities and regions. In November 2018, the company launched operations in Ottawa, Canada, expanding its reach beyond the United States.



2. **Partnerships and Alliances:**

Lyft sought partnerships and collaborations to strengthen its position in the ride-sharing market. In November 2018, the company announced a partnership with Google's Waymo to deploy self-driving

cars on the Lyft platform, with initial trials taking place in Phoenix, Arizona.

- ### 3. **Focus on Sustainability:**
- Lyft emphasized its commitment to environmental sustainability by launching its "Green Mode" feature. This option allowed riders to specifically request hybrid or electric vehicles for their trips, promoting more eco-friendly transportation options.

US – CHINA TRADE

- ### 1. **Section 301 Investigation:**
- In March 2018, the U.S. initiated a Section 301 investigation into China's trade practices, including intellectual property theft, forced technology transfer, and unfair trade practices. This investigation

ultimately led to the imposition of tariffs on Chinese goods by



the U.S.

2. **Tariffs and Trade War:** In July 2018, the U.S. imposed tariffs on \$34 billion worth of Chinese goods, triggering retaliatory tariffs from China on



U.S. products. The trade conflict escalated, and subsequent

rounds of tariffs were imposed by both countries, covering hundreds of billions of dollars in goods.

3. **Negotiations and Temporary Truces:** Throughout 2018, negotiations between the U.S.



and China took place in an attempt to resolve the trade dispute. Temporary truces were declared, leading to temporary suspensions or reductions in tariff rates. However, a comprehensive trade agreement was not reached at that time.

4. **Phase One Trade Deal:** In January 2020, the U.S. and

China signed a Phase One trade deal. As part of the agreement, China committed to increasing purchases of U.S. goods and services, strengthening intellectual property protection,



and addressing some structural issues in its economy. The U.S., in turn, agreed to reduce tariffs on certain Chinese imports.

5. **Ongoing Tensions and Recent Developments:** While the Phase One trade deal provided some temporary relief, trade tensions between the U.S. and China have persisted. Issues such as technology transfer, intellectual property rights,

market access, and subsidies continue to be points of contention. The U.S. has maintained tariffs on a significant amount of Chinese goods, and China has taken retaliatory measures.