

# THEORETICAL PREMISE OF THE OUTSOURCING GROUNDED BUSINESS IN UNITED EUROPE

## PREMIZE TEORETICE ALE AFACERILOR BAZATE PE OUTSOURCING IN EUROPA UNITA

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***Abstract:***

*A company which steps forward in international business may obtain benefits from: lower operating costs obtained by purchasing raw materials at lower prices from foreign countries or by manufacturing products in countries that pay low wage, or acting on less competitive markets. Involving in international business has some potential disadvantages due to the confrontation with different political, economical, cultural environments, the increasing of competitors and difficulty of being informed about them, different political and legal systems. Nevertheless, the profits obtained in an international environment surpass these unpleasant aspects. The macroeconomic analysis of the monde-business-environment in connection with the European one requires the characterization, in a realistic way, of the frame-work, using some synthetic indicators such as the cost of labor, average incomes per person, the local level of industrialization and urbanization- which determine the efficiency of investments and others.*

***Key words:*** international business, lower operating costs, efficiency.

***JEL Classification:*** E24