

Market Entry Strategy Analysis

The doctoral thesis investigates various strategies in the area of going and being international of retail firms which is of undisputable relevance due to the fairly narrow research status and the increasing internationalization of retail activities. Issues are investigated concerning the choice of retail market entry modes, i.e., the form of institutional arrangements that retailers use when entering foreign markets, the retail format transfer, i.e., the management of internal processes and the external marketing program elements and the coordination of retail activities, i.e., the implementation of the marketing program by the organizational structure. Regarding this, three important research questions are addressed: 1) How do choose retailers their market entry mode in the area of conflict between full and shared-controlled modes and how is this decision influenced by the internal and external environment? 2) How can international retailers transfer their retail format successfully to foreign countries by standardizing or adapting the internal and external elements of their retail format? 3) How can retailers successfully coordinate the implementation of their retail marketing program to culturally diversified markets? These questions are investigated on the basis of established theories applied from the international management literature such as institutional theory, the resource-based view and the profit maximization theory. On the basis of comprehensive primary and secondary datasets, important implications are drawn for research and practice. ?

Sage Advice on Going Global Root's perspective is extremely insightful, and clearly the work of one who knows his topics from personal experience. It encapsulates what some of us have taken decades to learn through trial and error. --Larry D. Bouts, president, International Division, Toys-R-Us, Inc. The North American Free Trade Agreement, the new European common market, and the opening of Eastern Europe--among other recent geopolitical developments--have created unprecedented opportunities for American companies seeking to enter foreign markets. This guide offers executives practical advice, recently updated and expanded, on deciding which markets to enter, choosing a product for international distribution, designing an entry strategy, and developing an effective international marketing plan.

Research paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Fulda, course: International Marketing Management, language: English, abstract: Globalization has increased the competition amongst firms. There are more and more companies which are motivated to conquer foreign markets and enlarge their presence on these markets. For multiple reasons, companies adopt modes to enter foreign markets and find new channels of distribution. Choosing the right and appropriate market entry strategy has a growing importance. As a matter of fact, companies should align their strategy to their objectives and adapt them to the foreign markets environment. There are numerous different entry strategies which are all linked to different entry modes, different amounts of risks or costs. From the least costly mode to the most expensive one we distinguish three main strategies: Export is characterized by the transportation of finished goods from one country to another. The distribution on site is done by an intermediary or by foreign based distributors or agents. Joint Venturing includes different characteristics of various joint contracts with firms to produce or promote services or products. Direct investment is, when a company decides to invest directly into a foreign country by either establish an assembly operation, a wholly-owned operation as well as a merge or an acquisition. Each of the market entry strategy has both, advantages and disadvantages. The less costly the strategy is, the less control the company has over the distribution channel. Consequently, the company depends more or less on foreign institutions or foreign partners. All in all a company has to figure out for itself which strategy to choose, according to its particular situation, financial as well as economical and environmental. Therefore, before entering a market, a previous comp

This book helps managers and scholars understand the born-global phenomenon. We offer a comprehensive treatment of born globals, from distinctive features of these companies, to strategies that they use for international success, to implications of the phenomenon for international small- and medium-sized enterprises. We review useful theories and frameworks, as well as introduce a new field based on the born-global phenomenon - international entrepreneurship.

Seminar paper from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Passed with Distinction (1,0), Vaxjo University (School of Management and Economics), course: International Marketing Strategies, 20 entries in the bibliography, language: English, abstract: Any company that starts to do business in foreign markets goes through a process, which is triggered by proactive and/or reactive factors. This process starts generally by finding and selecting a target market, decisions which frequently are made on the basis of marketing research. An important part of the research is to locate the market entry barriers, when entering in the foreign market. With this information the company has to develop a strategy to enter the market. Within the strategy formulation the company also has to choose an appropriate mode of entry. There are several different market entry modes and no one is the correct one, since they all have advantages as well as disadvantages. They are, however, more or less suitable depending on the company, its resources, its products etc. (Czinkota, 1993, p. 329-331, Johansson, 1997, p. 208 ff, Taylor, C. 2000). However, a company's internationalization process does not stop here. As the company gains experience from its current activities, it may want to make additional investments in the market, due to factors that could be described as internal or external. These factors could also motivate a change of entry mode. Extreme views even say that once the internationalization process has started, it will tend to proceed regardless of whether strategic decisions are made in that direction or not (Randoy, T. 2002, Wheeler, 1996). Although a lot of theory has been written on internationalization and on the choice of entry mode, there is little to be found on the internationalization process and particularly on the changing of entry mode. To realize that the company could find itself in

Bachelor Thesis from the year 2006 in the subject Business economics - General, grade: 1,7, University of Applied Sciences Essen, 126 entries in the bibliography, language: English, abstract: Which possibilities does a company have to go abroad? What kinds of barriers have to be taken into consideration when entering foreign markets? These are major questions that affect enterprises when they plan the expansion of their business into a foreign environment. This present bachelor thesis is concerned with market entry barriers that have an impact on the chosen market entry strategy of a company. It wants to help sensitizing for potential problems that can occur when entering a foreign market and show which barriers have to be heeded even if the chosen market offers respectable growth as the chosen Chinese economy does. From this examination of potential market barriers it is the objective of this thesis to help identify improvements for market entry strategies and thereby increase the likelihood of a successful venture.

This book is designed for students studying international business, but also for professionals working in companies facing market entry decisions. The first chapter will introduce the concept of an international strategy by focusing on global efficiencies, the components of an international strategy and the development of an international strategy. An emphasis is put on market analysis, competitive positioning and common pitfalls of multinational companies. The second chapter discusses different entry modes and forms of foreign direct investments. Franchising, licensing, joint ventures, the Greenfield strategy as well as mergers & acquisitions are explained in detail with their advantages and disadvantages. The accompanying case studies for each entry method illustrate common problems outlined in the text. The third Chapter introduces the reader to the influence of culture on international market entries. Geert Hofstede's, Edward T. Hall's as well as Fons Trompenaars's theories about cultural differences get explained with interesting examples. Managers will find important advice in this chapter on what to take care of, how to prepare for and to avoid cultural clashes. Each market entry strategy has its impacts on the corporate culture of a company, on its people and on the environment. It is this book's aim to prepare its reader for the interesting strategic decisions that a multinational company faces.

Seminar paper from the year 2016 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of applied sciences, Munich, language: English, abstract: The author of this assignment reviews the Tesla's business model approach and its strategy in the non-domestic German market. Tesla's firm specific advantages are especially related to innovation of the vehicle, the battery and the infrastructure. Tesla Motors follows a product strategy entering from premium market and moving towards mass market. After starting with a high-price Roadster model Tesla launched the more affordable Sedan and a SUV model. In 2017 Tesla plans to launch its first mass market EV. Tesla shows a new value chain in the automotive industry by a deep of vertical integration from EVs manufacturing towards software, recharging network and battery manufacturing. Tesla entered the German market to export premium EVs. The Automaker also builds a charging network in Germany and prepares the market for its future mass production Model 3 coming in 2017. This work consists of three major parts. The first part deals with the theoretical background of international strategies for MNEs. The second part describes Tesla as a company and its strategy. The last part analyzes the competitive advantages of Tesla and shows how they are used to enter the German market. This work ends with a final reflection and a conclusion of the research.

Seminar paper from the year 2016 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of Applied Sciences Essen, language: English, abstract: The Seminar Paper at hand aims at contributing to the controversial issue of pursuing an appropriate market entry strategy for companies in emerging markets. In order to do so, it sets off with a definition of the term "Market Entry", followed by outlining the basic motives that push companies to enter foreign markets. Thereafter, in Chapter 3 as the main part of the Paper, the four key elements of a comprehensive market entry strategy are pointed out at first, to be then described and analyzed more detailed in the following sub-chapters. Chapter 4 puts emphasis on the topic of emerging markets as it is the chosen target market to be analyzed in the context of this Paper. After giving a definition of the term itself the basic characteristics and specifics of emerging markets are illustrated. The last chapter finally sums up all findings of the Seminar Paper and provides approaches on how to choose the right entry strategy whilst paying special attention to the appropriate market entry mode. To top off the Paper an outlook on detailed analysis that should be in the focus of further investigations is given.

Research Paper (undergraduate) from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Fulda, course: International Marketing Management, language: English, abstract: Globalization has increased the competition amongst firms. There are more and more companies which are motivated to conquer foreign markets and enlarge their presence on these markets. For multiple reasons, companies adopt modes to enter foreign markets and find new channels of distribution. Choosing the right and appropriate market entry strategy has a growing importance. As a matter of fact, companies should align their strategy to their objectives and adapt them to the foreign markets environment. There are numerous different entry strategies which are all linked to different entry modes, different amounts of risks or costs. From the least costly mode to the most expensive one we distinguish three main strategies: Export is characterized by the transportation of finished goods from one country to another. The distribution on site is done by an intermediary or by foreign based distributors or agents. Joint Venturing includes different characteristics of various joint contracts with firms to produce or promote services or products. Direct investment is, when a company decides to invest directly into a foreign country by either establish an assembly operation, a wholly-owned operation as well as a merge or an acquisition. Each of the market entry strategy has both, advantages and disadvantages. The less costly the strategy is, the less control the company has over the distribution channel. Consequently, the company depends more or less on foreign institutions or foreign partners. All in all a company has to figure out for itself which strategy to choose, according to its particular situation, financial as well as

economical and environmental. Therefore, before entering a market, a previous comprehensive research and analysis of the target market and its economic environment is indispensable to achieve a successful launch into an unknown market.

Seminar paper from the year 2016 in the subject Business economics - Business Management, Corporate Governance, grade: 1.0, University of Applied Sciences Kempten, language: English, abstract: Multiple reasons can lead to the decision of a company expanding to a further and yet foreign market. Profit and growth goals, economies of scale or foreign market opportunities are just a few fundamental reasons. The aim of the present paper is to develop a realistic market entry strategy for Völkl Ski and Snowboard, to expand to the emerging country Argentina. The goal within this development is to detect how the structure of the company and the conditions in the host country influence the decision for an optimum market entry strategy. The core question conveying the research and also underlining the aforementioned problem potential can be formulated as follows: Is it possible for Völkl to successfully sell high quality products in a yet small market in a country being situated in a drastic political and economic change? Besides the company's interest in exploiting market possibilities there can also be problems or threats in the home market resulting in a pressure to expand. For the process of the above named research question the first chapter of the paper implicates an introduction to the company Völkl, also identifying its state of internationalization. Further on the country Argentina will be analyzed by reference to the PEST approach. Additionally, the second chapter includes the study of the ski industry in Argentina, also revealing the strongest competitors in the market.

This entirely revised and updated third edition of Market Entry Strategies continues to combine the profound explanation of internationalization theories and concepts with real-life firm cases. Reviewing the readers' valuable feedback from successful previous editions this version targets to improve the readability. New firm cases of Delivery Hero and Tesla contribute to broaden the books' industry focus. Particular attention is paid on the case studies developed to exercise in light of business practice what is theoretically taught and explained in the textbook. Through its link to digital learning tools such as charts available to the public at YouTube this new edition provides best pre-requisites for distance learning environments.

Essay from the year 2015 in the subject Business economics - Trade and Distribution, grade: 1,7, Edinburgh Napier University, language: English, abstract: Globalisation increases the pressure for companies to expand in foreign markets in order to stay competitive in the market. Due to the fact that expansions represent high stakes strategic decisions with far reaching consequences for Sainsbury's, a detailed analysis of the market is essential in order to a) decide whether to invest in the market and, if appropriate, b) which market entry strategy is most convenient for a successful investment in China. Comparing the business potentials of a range of countries leads to the conclusion to analyse the Chinese market in more detail in order to conclude whether the opportunities outweighs the risks. China, which is the second largest economy in the world, is due to its high population, a potentially lucrative market for retailers. The booming middle class, the increasing disposable income and the extremely positive GDP development are only a few factors, which indicates the potential of the Chinese market. A PEST analysis is a common approach to analyse the general business environment and should be informative about the environmental factors, which could threaten Sainsbury's business development. Therefore this report will examine political and economic conditions as well as cultural and social aspects for Sainsbury's in the Chinese market. It should be noted that some aspects are not directly related risks but should also be considered in order to successfully operate in China.

Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of applied sciences, Nürnberg (IOM), course: Marketing, language: English, abstract: Executive Summary: This assignment occupies with the challenges of market entry strategies in saturated market, especially in the fashion industry. A new market entry needs a specific prepar-ing. Many environmental tasks of the investment have to be cleared before entering a new market. The right combination of market entry strategies help to succeed such a huge investment. Exporting, licensing, franchising, joint ventures and direct investments are some possibilities how a market entry strategy can look like but finding the right strategies for the given market situation is a difficult issue. Every strategy has ad-vantages and disadvantages which have to be considered if the investment should lead into a success. And as already mentioned, a saturated market is not a usual market, it has specific challenges which have to be managed. A market entry in a saturated market can only be successful if the company wins market shares from other competitors and the challenge is to find out how this can work. The Adidas Group showed how they could enter the US sports fashion market which is a saturated market, too. The company used a mix of the named strategies to win market shares in the host-country. And that is the way how to manage these challenges; every market entry in saturated markets has to be planned carefully and all influencing factors have to be considered. There is no general roadmap either every market entry needs its own map developed.

Breaking into competitive markets Tesco US market entry strategy analysis International Marketing Entry Strategy for the Red//Green Company GRIN Verlag

Master's Thesis from the year 2004 in the subject Business economics - General, grade: Distinction (75 - 85%), University of Western Sydney, course: Master's Project in International Business, 8 entries in the bibliography, language: English, abstract: The overview of the whole process that enabled us to suggest the final candidate country for the future business expansion in Europe presents steps that our consulting team had to take in order to present the best possible option. According to our consulting team, Germany presents the strongest advantages for OBUL and should be chosen as the ideal for the business operation and also the base for the further European expansion. Thanks to the highest size of population in Europe and its overall wealthy condition from the very beginning of our analysis Germany became one of the possible final candidates. However, during the whole process of defining attractiveness of individual markets, several other countries also presented strong advantages for the future investment. The strongest advantages were shown by Spain and Italy which presented nearly the same result in the evaluating process than Germany did. In the final stage of the analysis Germany was selected from the group of four strongest European candidates. These were also Ireland, Italy and Spain. All of the candidate countries presented very strong and attractive beer markets in terms of beer and alcohol consumption as well as the GNI PPP income per capita. Moreover, the analysis of the infrastructure, legal and political environment also proved that these countries were the top four; amongst all of the candidate countries that were analyzed at the beginning of the selection process (42 countries took part in the first step of the selection, 27 in the second). Germany proved to be the best possible choice for the future business expansion in Europe. The analysis showed that the German market was more attractive for OBUL in three main areas of operation: market viability, commercial viability and technical feasibility. The analysis of the market viability as the most important area for a market entry showed, that the German beer market was very attractive in terms of its size and trends that appeared in it. Moreover, the overall financial situation of the customers was also considered to be strongly attractive. In terms of the commercial viabilities, Germany also presented its strong position. Even though, the

corporate tax was defined as a very high, the market size and its potential should compensate losses that company will have to face in terms of the taxation. Finally, Germany's infrastructure also confirmed to be well established and will definitely be able to cope with needs of OBUL.

Kiruba Jeyaseeli Benjamin Levi highlights why the Indian telecom market is so attractive to foreign investors. She describes the rules and regulations for telecoms in India, and examines the reasons for success and failure of the foreign telecom companies in India. She identifies the prime sectors of the Indian telecom market for investment and provides recommendations to foreign companies intending to enter the Indian telecom market.

This book is a basic text for international marketing courses. It introduces the different elements of the international marketing mix and sets these in context. It discusses the firm's strategic position: how it is orientated at present to take advantage of international marketing opportunities and how its strategy is developing. It stresses the wide differences between different overseas markets and the importance of handling sensitively particular local features. Examines the need to structure the whole business organisation in the right way and make international marketing effective. Discusses the importance of communication and control. Throughout case studies are used to highlight particular issues.

This is the second edition of the Global Marketing Management System (GMMS). The GMMS approach (GMMS book + GMMSO4 software) provides a rigorous theoretical base and a comprehensive, systematic and integrative planning process designed to guide students and managers alike through the decision-making process of a company seeking global market opportunities. The book aims to provide a structure, platform, tools and a systematic step-by-step process designed to support the creation of a strategic and applied oriented methodology to global business planning and strategy formulation. It introduces the GMMS process as a demonstration of a successful application of using web-based tools in teaching international business. The book also facilitates the ability of students to enhance their understanding of decision making in international management and bridge the gap between theory and practice. More about GMMSO GMMSO4 Student User Guide (2 MB) What is GMMS? For Professors (2 MB) What is GMMS? For Consultants and SMEs (2 MB) Contents: The Global Marketing Management System: Introduction: Globalization and the Need for a Global Business Education Project-based Learning and GMMSO Understanding the Firm's Strategic Position: Information Scanning Performing a Firm Level Strategic Analysis Summary The Search for Global Markets: The Decision Making Process Preliminary Screening of Markets The Process of Screening Countries Using Three Separate Screening Matrices Performing an in-Depth Market Analysis of the Two Best Markets Market and Company Sales Potential Analyzing Market/Country Specific Competitive Analysis Identification of Country-entry Conditions for the Firm Analysis of Financial and Market Entry Conditions Creating an Entry Strategy into a Selected Market: Selecting an Entry Mode into the Target Market The Business Environment of the Selected Market Creating a Marketing Plan with Its Firm Specific Goals and Objectives Developing a Product Strategy Developing a Pricing Strategy Creation of a Promotional Strategy Developing of a Distribution Strategy Creation of a Financial Strategy Creating the Organizational Structure for the New Market Understanding Exit Strategy and Scenarios Summary The GMMSO4 Software System: GMMSO4: What Is GMMSO? Bridge the Gap Benefits Background to the Development of the Online Version of the GMMS Method Learning Outcomes Case Study: Lafkiotis Winery Entry into United States: A Report Created by Using the GMMSO4 System Lafkiotis Winery's Strategic Analysis The Search for Global Market Entry Strategy into the US Market Readership: Students, instructors, researchers and professionals working in the fields of marketing management, global strategy and international business.

In the midst of a changing economy, most executives continue to use a strategy toolkit designed for yesterday's more stable marketplace. As a result, strategies emerge that neither manage the risks nor take advantage of the opportunities that arise in highly uncertain times. Now, McKinsey shows strategists how to tailor every aspect of the decision-making process—from formulation to implementation—to the level of uncertainty faced, describes the strategic-planning processes readers can use to monitor, update, and revise strategies as necessary in volatile markets, and includes a toolkit for identifying, developing, and testing new strategy options—complete with guidelines for applying the right tool to the right situation at the right time. A comprehensive approach to strategy development under all possible levels of uncertainty and across all kinds of industries, this is the essential guide for making tough strategic choices in a changing world. Hugh Courtney is an Associate Principal with the Global Strategy Practice at McKinsey Company in Washington D.C.

Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Coventry University, course: MBA - From Local to Global: Strategies for International Development, language: English, abstract: Carrefour as the leading retailer in Europe should enter the market in the United Kingdom. The analysis of the country shows that the conditions are good enough to succeed in the market. Although, the competition is already high, the opportunities for Carrefour are even higher. The company knows how to enter even difficult markets with the help of different market strategies. Besides, the global sourcing network and the long expertise in internationalization and innovation processes give the company the best conditions for a good and sustainable entry.

Seminar paper from the year 2015 in the subject Business economics - Business Management, Corporate Governance, grade: 2,0, University of Applied Sciences Essen, language: English, abstract: Internationalization of economy is one of the most important topics of recent times. It is characterized by globalization of the business world which means that more and more companies compete with foreign ones by entering new markets or introducing new products that are available everywhere through disappearing barriers and boundaries. As a consequence the question arises how companies follow their expansion strategies. A central issue linked to this question is the entry mode decision, because it is essential for the success of the globalization activities of a company. One possible entry mode is called franchising which is used by a lot of well-known companies worldwide. The focus of this term paper is to evaluate this type of entry mode based on the example of Subway, an international operating fast food chain. To

accomplish this purpose, the theory of market entry modes is explained in the beginning. Further an overview of the different entry modes is given in order to highlight the differences between them. After that franchising as a mode of entry is explained in detail. As a result of presenting the theory a profile of Subway follows. Furthermore the market entry strategy of Subway is analyzed regarding the fact how franchising influenced the expansion of the company in general. After that the market entry into the Chinese market and its challenges is explained. To conclude the term paper, the theory and the practical example is summarized in order to outline whether Subway enters new markets efficiently and how franchising as a market entry mode influences the expansion of the company against the backdrop of the example.

Master's Thesis from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 0,9, University of St Andrews (Management), course: Global Business Strategy, language: English, abstract: During the last few decades, globalization has created an increasingly competitive landscape and with established markets becoming saturated, multinational enterprises (MNEs) have turned towards emerging markets in order to capitalise on new opportunities for economic growth (London and Hart 2004). Especially through the recent global crisis, the key role of developing and emerging countries, as they have sought to sustain global economic growth, has become the focal point of worldwide interest (Rao 2010). According to McKinsey (2010), "an ongoing shift in global economic activity from developed to developing economies, accompanied by growth in the number of consumers in emerging markets, are the global developments that executives around the world view as the most important for business and the most positive for their own companies profits over the next five years." The results of recent surveys, such as those by the International Monetary Fund, predict that developing and emerging markets will grow by 6.3% in 2011 In turn this has evoked a significant sense of urgency among several MNE executives (Rao 2010). Furthermore, a survey by McKinsey (2011) found that in the coming decade more than 45% of global GDP growth will be contributed by China, India, Russia, Indonesia, Turkey and Mexico. Likewise, in about 15 years time about 57% of the one billion households with an income > 20.000\$ per annum will be in developing countries. As Cavusgil et al (2002, p. 166) pointed out, .."once thought of as backward and low tech, these regions are now rapidly transforming their economies." By adopting new production techniques and technologies, markets such as China, India and South Korea have become vital places for production. Many companies from tra

Essay from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1st, University of Lincoln (Faculty of Business & Law), course: International Marketing Strategy, 39 entries in the bibliography, language: English, abstract: Market analysis is an important instrument in assessing the attractiveness of a particular market, since it is utilised to decide whether to enter a foreign market in terms of international marketing strategy. It is necessary to apply a market analysis in order to determine and examine the appropriate approach to enter a market. This essay provides a scan of the Thai market attractiveness for the Danish medium-sized enterprise Red//Green, in order to recommend a market entry strategy. The first section focuses on the application of the 12C framework in order to draw up a market attractiveness profile, combined with a risk evaluation of the Thai market. The second part determines the attractiveness of the Thai market with respect to the information and relevant factors gathered from the 12C model. Interpretation of those factors will then be used to allocate a determination of a suitable market entry strategy for Red//Green. In addition, a marketing strategy according to the 4Ps will be addressed to identify opportunities and possibilities of how to develop the Thai market.

Diploma Thesis from the year 2006 in the subject Business economics - Supply, Production, Logistics, grade: Sehr Gut, FH Oberösterreich - Campus Steyr (Produktion und Management (PMT)), 27 entries in the bibliography, language: English, abstract: The business world at the beginning of the 21st century is characterised by a steadily increasing globalisation and the growth of international business operations. The proceeding dynamism of the global markets creates new chances not only for multinational enterprises but also for small- and medium sized companies (SMEs). Particularly, the above-average economic potential of emerging markets, especially in many countries of the Asia-Pacific region, is amongst others the leading incentive for the increasing number of cross-border expansions. In this context, the decision for the appropriate market entry strategy is already one of the most difficult ones within the broad topic of international marketing, whereas the choice of target countries with tremendous cultural differences and the specifics of the industrial goods business respectively, lead to an even higher degree of complexity in the decision for the most suitable form of organisation for the international market entry. The main task of this thesis was to break down the untargeted theory of the market entry modes to the evaluation of a situational context of a genuine company with the help of abstract focus areas in a step-by-step approach. Starting with a general overview to the topic area of interational marketing and further the alternative market entry modes, the thesis introduces three focus areas with an anticipatory relation to the case study: 'The Asia-Pacific region, SMEs and the industrial goods business' stand in the centre of the examination. The core of this thesis represents a feasibility study related to the focused perspective, in which every market entry mode is investigated in its compatibility with the focus areas. The result of the study, in other words the identification of all feasible entry mode alternatives regarding the focus areas, establishes the basis for the implementation of the case study of the German AdPhos Plc., a medium sized company in the industrial goods business and its penetration of new markets in Asia. As the second core part of this thesis follows the evaluation of AdPhos' market entry decision with means of a scoring model, whereas AdPhos' decision for a strategic alliance is confronted with all other feasible market entry alternatives. The hereby extracted results deliver information to the suitability of the chosen organisation form regarding the individual situation of the company and finally enable the derivation of appropriate recommendations.

This book explores emerging trends in internationalization, analyzing the processes and steps that firms take when entering new markets. This timely contribution highlights the need for a deeper understanding of today's internationalization process, critiquing existing literature and instead proposing a new paradigm based on a re-interpretation of the Resource-based View (RBV). Analysing the motives behind internationalizing, the factors affecting entry choices, and the challenges connected to outsourcing and offshoring, the authors present a new framework for understanding the reasons behind internationalization and the financial risks that are involved. With theoretical discussion and empirical case studies, this book seeks to offer an informed

insight into internationalizing, making it an invaluable read for those researching entrepreneurship on a global scale, as well as managers and leaders of international firms.
[Copyright: 260b984250bef267fcea9dd88604ae64](#)