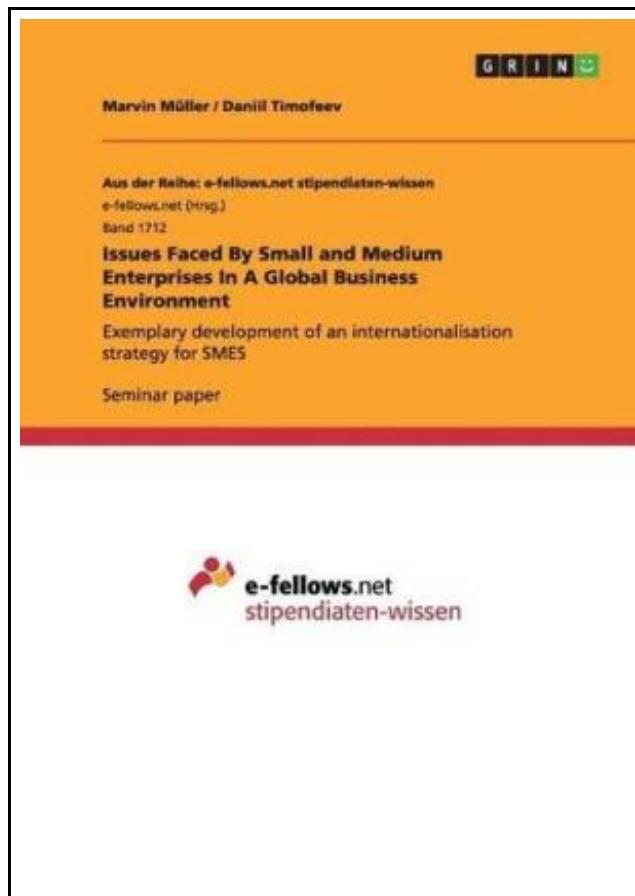


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GRIN Verlag, United States, 2016. Paperback. Book Condition: New. Auflage.. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****. Seminar paper from the year 2016 in the subject Business economics - Company formation, Business Plans, grade: 81 , University of South Wales, language: English, abstract: The paper aims to analyse the current situation of a fictive company and moreover to work out an adequate internationalisation strategy considering the following three key objectives: 1. Reduce labour costs by shifting the production- centre to a low-income country, 2. Enter new markets in countries with a low level of market satisfaction, 3. Enlarge the range and variety of products through a highly educated RD-Team. §§ After evaluating the business environment, three potential target countries for the internationalisation process are assessed. In a next step the strengths, weaknesses, opportunities and threats are lined out. Moreover a PEST-analysis is conducted to prepare for the location decision. Finally, the most adequate method is selected and a brief conclusion and recommendation are given.



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