

**Case 1: Global Market Expansion to the EU**

**Scenario:** A U.S.-based tech startup, GreenIT Solutions, specializes in cloud computing and cybersecurity solutions. With a strong domestic presence, it aims to expand into the EU market. However, the EU's General Data Protection Regulation (GDPR) poses compliance challenges. The startup also faces competition from local firms.

**Analysis Focus:**

*Assess GDPR compliance challenges.*

*Evaluate the competitive landscape in the EU.*

*Recommend market entry strategies and potential partnerships.*

**Guidelines:**

*Perform a SWOT analysis.*

*Investigate legal, cultural, and economic barriers.*

*Provide recommendations for product adaptation and compliance.*