

REASONS TO GO FOR INTERNATIONAL BUSINESS

1. Increase sales and profitability

Going global can provide new sources of revenue, yield greater returns on investments and secure long-term success for a business. The Internet makes it even easier to reach out to the world for business.

2. Enter new markets

Domestic markets are saturated and there is pressure to raise sales and profits. Then look beyond your region and consider a market overseas. Be sure to pick one that offers opportunity. You want a market where it's easy to enter, whose buyers desire your product or service.

3. Create jobs

Government take many business globally, which lead to creation of additional workload and in order to support that workload hiring people is the solution and we know that the strength of our country lies in its ability to create jobs that help people live and prosper.

4. Outmaneuver competitors

Taking one step to enter a new overseas market that your competitor hasn't entered might outmaneuver that domestic-only rival with stronger company performance.

5. Make use of excess capacity off-season

To insulate the business from seasonal sales fluctuations, find foreign markets to counterbalance fall in demand in domestic market.

6. Competitive pressure

Some companies will have to move out of their domestic markets when their competitors have done so, if they want to maintain their market share. If the competitor is allowed to pursue its international growth alone, the competitor is likely to plough back some of the earnings from its international operations to the domestic market, making it difficult for the companies which refrained from pursuing international markets, to focus on the domestic market.

7. Slow growth of domestic market

Domestic markets are growing slowly. Most companies are no longer content to grow incrementally. If such companies have to achieve high growth rates, they have to obtain some of their sales from international markets.

8. Attractive cost structures globally

Developed markets have high cost structures and companies may move their operations to regions and countries where costs of production are lower. Once a company starts operating in a geographical region, it becomes easier and profitable to market their products in that area.

9. To maintain market share and growth

Even if a company decides to concentrate on its domestic market, it will not be allowed to pursue its goals unhindered. Multinational companies will enter its market and make a dent in its market share and profit. The company has no choice but to enter foreign markets to maintain its market share and growth.

10. Diversifying the Business

The international expansion allows a company to diversify its business in a couple of key ways. First, you spread the risk of slowing demand across multiple countries. If one market never gains or loses interest in your offerings, you can pick up the slack with success in other countries. In addition, you can connect with suppliers in international markets and take advantage of raw materials and resources unavailable in domestic markets.