

International Entrepreneurship





International Entrepreneurship

An entrepreneur
doing business across his or her
national boundary.

Motivations To Go Global

- ◇ Profits
- ◇ Competitive Pressures
- ◇ Unique Products or Services
- ◇ Excess Production Capacity
- ◇ Declining Home Country Sales
- ◇ Technological Benefits
- ◇ Tax Benefits

Foreign Market Selection & Strategy

- ◎ Market selection and market entry strategies are critical issues.
- ◎ Decision should base on past sales and competitive positioning.
- ◎ Appropriate market-selection model should be followed.

Foreign Market Selection & Strategy

Entrepreneurial Entry Strategies

- 1) Exporting
- 2) Non-Equity Arrangements
- 3) Direct Foreign Investment

Entrepreneurial Entry Strategies

☐ Exporting

Direct Exporting

Indirect Exporting

☐ Non-equity Arrangements

Licensing

Franchising

Turn-Key Projects

Management Contracts

☐ Direct Foreign Investment (Equity Arrangements)

Minority Interests

Majority Interest

Joint Ventures

Mergers

Acquisition





Thank
you