

Step 2:

Choose the partner country (or countries) of your company and justify your choice

-> The United States as it's the largest exporter of essential oil in the world.

- + **The United States is known worldwide for high quality, innovative goods and services, customer service, and sound business practices. (ken nkhamemou coté internationalization)**

Step 3

Choose a form (or forms) of internationalization for your company and Justify this choice

1. EXPORTING

(najmou naamlou schéma haka f slide fih l mediterranean area w des flèches lel koura ardheya à part haka)

advantages

- > sales grow faster
- > more jobs are created
- > more profitable for all trading parties

Diversifying market opportunities (so that even if the domestic economy begins to falter, you may still have other growing markets for your goods and services.)

Access to more consumers and businesses.

Expanding the lifecycle of mature products. (If the domestic market seems saturated for your goods and services, you can introduce them to new markets in other parts of the world.)

-----Potential financing assistance from U.S. government agencies through loan guarantees that can help fund your exporting initiatives.----- lpoint hedhi ken nekhtarou exemple US najmou nhotouha

2. International investment - FDI Foreign Direct Investment

- Economic development stimulation
- **Easy international trade**
- **Employment and economic boost**
- **Tax incentives**
- **Increased productivity**

- **Increase in a country's income**

<https://researchfdi.com/benefits-fdi-foreign-direct-investment/>

<https://www.imf.org/external/pubs/ft/fandd/2001/06/loungani.htm#:~:text=FDI%20allows%20the%20transfer%20of,in%20the%20domestic%20input%20market.>