**Strategies and Resources**

**Introduction**

Explain what you will be discussing in this report.

**Products and Processes**

Describe six of the strategies a business can use to become an international organisation, use examples from your selected business. **(E1)**

* Subsidiary businesses
* Joint ventures
* Partnerships
* Agencies
* Licensing
* Franchising
* Subcontracting
* Outsourcing

**Analysis of the effectiveness of the strategies and resources**

What are the advantages and disadvantages of the various strategies and resources? **(E2)**

Consider the reasons why you would use a selected strategy.

* Speed of establishing operations
* Access to local business knowledge and expertise
* Cost control
* Risk control
* Re-engineering products and services to meet demands.

Look at resource considerations.

* Capital costs
* Revenue costs
* Expertise and intellectual capital
* Training costs for local labour
* Organisational structure of international business
  + Centralised decision making
  + Decentralised decision making

**Conclusion**

Evaluate the success of the strategies and resources used by a selected international business in one of its markets.

Consider your opinion from your selected business on one of their markets such as clothing range / model range if their strategies/resources used have contributed to their success, use examples and evidence to justify your opinion. **(E2)**

**References**

Harvard referencing