

## BUILDING BACKGROUND

Before building a strategy we understand how exactly the business has been working for the time being in its present geographical place and following the Capex light model has been favourable for the expansion of company globally.

Understanding Capex light model

An asset-light and investment-friendly business plan keeps capital assets at a lower level than operating expenses. Because it can scale up start-ups more easily than other approaches, it is essential to their success. The businesses that we will discuss in this post are asset-light ventures with excellent scalability potential.

A corporation with few assets can easily add new partners to its network and extend its reach to a new place. The following are some additional benefits of the asset-light business model:

Asset-Light Business Model businesses would generate higher revenue and profits at lower cost of investment and operation.

Startups can outsource any necessary assets while owning the operating portion of the business.

## UNDERSTANDING THE MARKET

Since headquarters are in India we don't understand how exactly foreign market works and what are the need of the local market in a foreign place

To avoid the same we've to conduct local market research

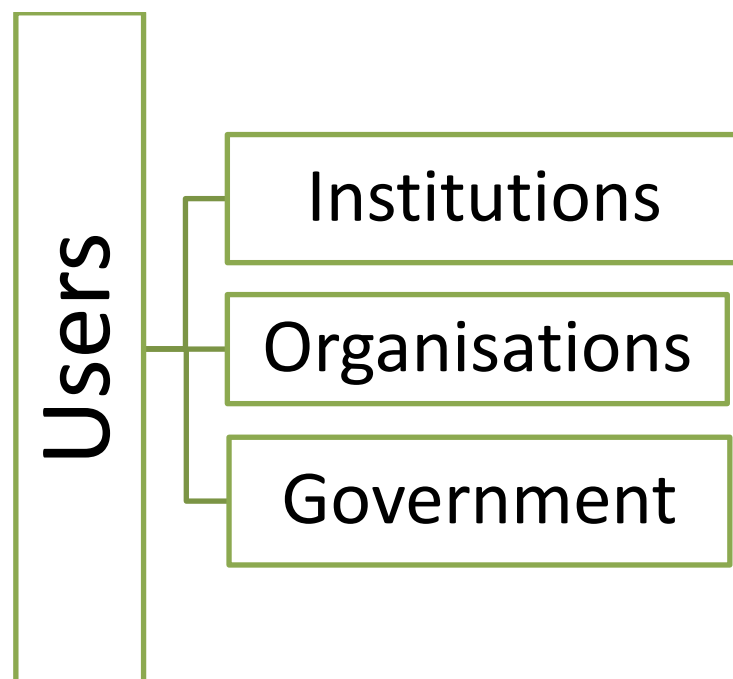
A freelancer can be hired remotely with little effort and documentation. However, putting up an officially functioning software development team or an offshore development centre (ODC) is not a simple operation. You must first understand the needs of the local market where you intend to carry out overseas software development activities, which entails researching local regulations and taxation. It's also advised to employ a local legal counsel who can walk you through all the legal requirements and administrative hassles of working in the destination country.

We have created reports with developer salaries researched in well-known Asia and Eastern Europe locations and report with developer's wages in Central and Eastern Europe countries so you may check developer salaries on the local market.

It's time to locate the ideal location for your new team once the formalities are completed. Rent an office for it, buy all the necessary tools, reach agreements with utility companies, etc. This phase also entails employing all necessary administrative and support personnel, such system administrators, assistants, and office managers, to name a few. The ready ODC is here for you!

Here is a basic step-by-step breakdown of how to conduct local market research:

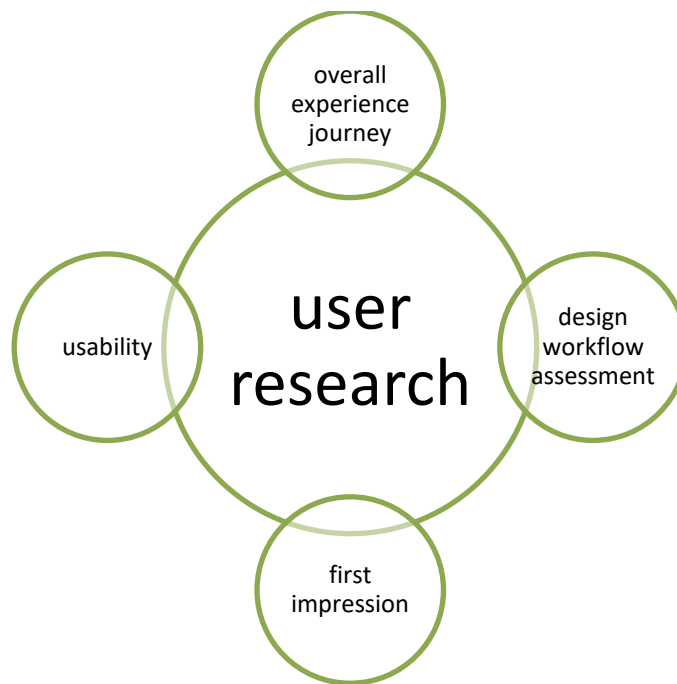
- verify local laws
- examine the tax system
- Examine salary and office costs.
- Verify the amount of bureaucracy and any potential underwater rocks
- Consult with regional attorneys and accountants
- registering a local business
- Hire personnel and rent an office



## DEFINING AUDIENCE

User Personas are fictionalised representations of a business's ideal clients that are based on demographic and psychographic analysis.

User personas, also known as buyer personas, are now utilised by software development and design teams to understand how to reach a target demographic. After all, before you produce a single wireframe, you should be certain of the audience for which you are designing your items.



## DIGITAL MARKETING TRENDS

1. **Email marketing-** Nowadays sending a commercial message via email, usually to a group of individuals, is known as email marketing. Every email that is sent to a client, whether present or prospective, might be regarded as email marketing in the broadest sense. It includes sending adverts, making business requests, or requesting donations or purchases over email. Building brand awareness, trust, or loyalty are three major goals that are frequently pursued by email marketing methods. The phrase typically refers to sending emails with the goals of improving a business' relationship with current or former customers, fostering customer loyalty and repeat business, attracting new customers or persuading existing ones to make a quick purchase, as well as sharing third-party advertisements.
2. **Search Engine Optimization-** It refers to the process of making changes to your website to make it more visible when users search for goods or services associated with your company on Google, Bing, and other search engines. The more visible your pages are in search results, the more likely it is that you'll get noticed and draw both new and returning clients to your company.
3. **Social media marketing-** Social media marketing (SMM) uses social media and social networks—like Facebook, Twitter, and Instagram—to market products and services, engage with existing customers, and reach new ones. The unrivalled ability of social media in the three key marketing areas of connection, engagement, and consumer data is the driving force behind social media marketing.

4. **Advertisements-** I think a marketing strategy that works for IT outsourcing companies is the use of videos for advertising. Videos are helpful to tell stories in a way that no other types of advertising can. It is easier to connect with your audience using videos. In today's online competitive world, you need to stand out and with videos, you possibly can. There are a lot of possibilities for using your creativity when making videos. Here's what you must consider.



## SOFTWARE DEVELOPMENT STRATEGIES FOR GLOBAL EXPANSION

### Cloud Computing Facilitates Collaboration-

The adoption of cloud-native solutions for app development, team management, and communication is expected to increase among software development organisations, according to the trend. Public, private, or hybrid clouds are used to host these software items and services. They can run on numerous servers and are infrastructure-neutral, so any business may simply use them.

Cloud-native software solutions, which are based on containers and microservices, offer flexibility and scalability and raise the productivity of software development teams.

It should be highlighted that the need to support remote work has increased demand for cloud services and solutions. Businesses have been forced to put in place the necessary framework and assist staff in setting up a workspace in their homes as offices.

### Blockchain- immutable distributed digital ledger

Blockchain technology is no longer only connected to cryptocurrencies. One of the major developments in the software business right now is blockchain. Experts have noticed a startling increase in the use of blockchain in various industries. The fact is that this decentralised, distributed system offers great security and transparency for a variety of transactions and may be used in a wide range of industries outside of finance.

### **Integrate localization from the start**

Embrace localisation from the beginning. Last but not least, it's critical to incorporate localization into your market entrance strategy from the very beginning. Keep in mind that localization encompasses more than just the language of your goods or services; it may also refer to cultural elements like how items are created or how customer service is provided. Businesses need to be aware of the various forms of localization, including: Product localization includes using localization-aware development techniques in addition to translating software or website content. Marketing localization is the practise of producing relevant, interesting content for regional audiences. Sales localization includes, among other things, ensuring that sales materials are translated and instructing sales people on how to appropriately communicate with local clients.

### **Leverage partnerships**

Having worked in the business partner scene for 30 years, I can attest that partnerships frequently appear to be the simple solution for expanding internationally. However, the upfront effort and commitment necessary for success is sometimes ignored. Be clear about the precise responsibilities that are needed along the value chain, the roles that your partners will play, and the roles that you will play. Will this be a play for services? Or will this serve as the partner's supplementary revenue generator? Will it use a commission or referral model?

What kind of partners you need to work with and hire will depend on the partner roles and opportunities in the value chain that you have identified. We have discovered that business relationships are most successful when the partner incorporates your product into their service or offering. Establishing a pipeline with partners normally takes 4 to 6 months of labour, and realising you have the improper alignment takes just as long!

### **Secure a beachhead customer first**

This is the hardest to do, but without a local customer of significance there is always a reluctance to be the first. Ideally the customer will help other customers understand their experience as well as provide you feedback on what's needed in your product locally. We have always had beachhead customers and found their advice and guidance invaluable.

Expanding internationally can be risky, time-consuming and capital-intensive. We hope these insights will help you solidify your approach.

### **Define your commercial go-to-market (GTM) model**

Your commercial GTM model will really be the baseline for your business plan and all investment. Will you set up an office locally and employ staff? Are you going to sell from your home base in Australia? Or will you appoint partners to re-sell? Each model has each own pros and cons depending on your business and software. We have always established regional entities and employed locally, and recently we have been expanding this model to include strategic partnerships.

## Reaching out to Influencers and Targeting local markets

A "local internet presence" can be quite helpful. By showing up higher in search results and on Google Maps, a Google My Business page that has been optimised and verified draws in more customers. Additionally, building professional ties with pertinent writers and influencers might help the marketing initiatives take off.

**Conclusion-** One of the simpler things to make available to a worldwide market is software. It doesn't need to be shipped, and it can be properly administered and operated remotely without the need for a local staff in each location where it is marketed.

But promoting software to a worldwide audience has its own difficulties. A marketer must have clarity on who the target is, what their value systems and difficulties are, and how software can help their business.

