



# Marketing Strategies for Indian Software Development Companies in Entering Western European Markets

By Junaid Javaid

GRIN Verlag Aug 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. Neuware - Project Report from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, University of Bedfordshire, language: English, abstract: This theory into practice report is written on the topic of 'Identifying certain characteristics of marketing strategy for Indian software development companies in entering Western European market'. Main aim of this report is to identify certain characteristics that would permit Indian software companies to develop successful marketing strategies. It has been analysed that India has managed to hold India dominant position around the world in the software development field. It has been observed that the growth intensity of Indian software development industry is much higher than countries. It seemed to be difficult task for the companies to formulate strategies for entering foreign market for the very first time. And for this purpose these companies would have make several decision during this process. Usually, the process of foreign market entry follows different phases. When a company decides to make entry into foreign market, at a first stage it would...



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