



# International Market Entry

By Heike Kiefer

Diplom.De Jul 2005, 2005. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,5, Växjö University (Management and Economics), language: English, abstract: Inhaltsangabe:Abstract: Entering a new market pose always a new challenge for a company. This study presents a new international market entry model the X-model. Different theories concerning market environment, entry barriers and entry strategy help to develop this new model that takes into account all three components from an outside perspective of a specific industry. The model and its components are illustrated by using the entrance of a small and medium-sized Swedish fashion retailer as part of an industry into the Estonian market. This market went through considerably changes from a former Soviet country to a new European Union member state and offers new market potential for fashion retailers. It will be shown with the support of the X-model, that the entry barriers arising out of the market environment can be overcome by the right entry strategy and thus, the Swedish fashion retailer might profit from this...



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