



Market Entry Barriers for German Small and Medium-Sized Companies in India

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GRIN Verlag. Paperback. Condition: New. 128 pages. Dimensions: 8.3in. x 5.8in. x 0.3in. Bachelor Thesis from the year 2012 in the subject Business economics - Miscellaneous, grade: 1, 7, University of Applied Sciences Essen, course: International Management, language: English, comment: Die geführten Interviews sind aus Datenschutzgründen nicht in der veröffentlichten Bachelorarbeit enthalten. , abstract: The identification, analysis and evaluation of market entry barriers for German small and medium-sized companies in India are the objective of this bachelor thesis and will be developed within six chapters. Moreover, recommendations to minimize or overcome those barriers are provided. Small and medium-sized companies are increasingly confronted with new issues, but also with chances due to the persistent internationalisation of the markets. New markets are not only entered to guarantee existing competitive advantages and to expand. Furthermore, companies can benefit from substantial incomes and synergy effects. Entering new markets harbour different risks whereupon the market environment such as customers, products, competitors as well as fiscal and legal conditions needs to be analysed. In comparison to large concerns, small and medium-sized companies are facing issues of less financial and human resources, absent experience abroad, the ignorance of the respective national language and costs for the international market...



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