



## Identify potential countries for a market entry with a sales organisation

By Sasha Petschnig

GRIN Verlag Jul 2008, 2008. Taschenbuch. Book Condition: Neu. 212x149x9 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,6, Leeds Metropolitan University, 38 entries in the bibliography, language: English, abstract: In a fast changing environment companies are forced to act so - namely fast. If a company grows, sooner or later the domestic market becomes too small. Then the company has to enter a new market to achieve sustainable growth. According to the experience of the author some companies decide rather on emotions than on facts. Especially small and medium-sized enterprises do not have the resources to invest a lot of money into market research or for expensive consultants. A logical consequence could be that SME invest in countries without checking the critical measurements which then leads to a waste of time, resources and money. If such companies do not have a stable financial foundation it can lead therefore to critical economic difficulties. The output of this project is a guideline especially for small and mediumsized enterprises. The author conducted interviews with internationally operating...



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