

Business Growth Strategies for SMEs in Dubai



Strategies For Growth In Smes

Nigel Evans

Strategies For Growth In SMEs:

Strategies for Growth in SMEs Margi Levy, Philip Powell, 2005 Strategies for Growth in SMEs explores for the first time the role of information and information systems IS concepts in small and medium sized enterprises SMEs. Most IS research focuses on large firms yet the majority of firms in most economies are SMEs. The book considers the applicability of IS theory and practice to SMEs and develops new theories that are relevant to these firms. Composed of 6 sections it covers amongst other things the nature of SMEs, the background to IS and SMEs use of IS issues of IS strategy and planning in SMEs, the way that firms can transform through use of IS evaluation, IS flexibility, business process re engineering, resource based strategy and knowledge management, the appropriateness of existing theories and the development of new models to address SME specific issues. The final section of the book reviews the learning in the previous chapters and poses future agendas for research. Written by two of the leading figures in the field this book will be essential reading for researchers in IS and SMEs, students on entrepreneurship or IS courses and others that focus on SMEs. A unique text relating IS theory to SMEs. Benefit from the authors years of experience in the field. Familiarise yourself with this growth area for research and courses.

Technical Assistance for Expanding the Strategy for SME Development in the East ASEAN Growth Area Asian Development Bank, 2001 Trading Places--SMEs in the Global Economy Lester Lloyd-Reason, Leigh Sear, 2007-01-01 There are 18 contributions in the book all of whom are very highly regarded in the fields of entrepreneurship and international management. The book is well researched and edited. The book provides an excellent discussion on the importance of SMEs in the global economy. Through a number of different case study examples and discussion of various elements of the internationalization process this book provides an outstanding resource for the study of SMEs that operate in the international market. Vanessa Ratten Journal of International Entrepreneurship This book is most timely. It arrives at a time when globalisation and new technologies present major opportunities and challenges to the role of the independent small and medium sized business in economies. The book's strength in dealing with many of the emerging issues is underpinned by a truly international range of contributors with a strong mix of practical as well as academic experience. From the preface by Allan Gibb Professor Emeritus Durham University UK Lester Lloyd Reason and Leigh Sear bring together leading researchers and thinkers in this critical guide to the ongoing worldwide research shaping the role played by SMEs within today's global economy. The expert contributors contend that the past twenty years have seen an explosion in research into international SMEs resulting in a considerable body of academic literature and thinking. This research they argue may merely serve to increase our lack of understanding in this area and often results in myths and misconceptions upon which SME policies and support programmes have been developed and introduced. They go on to suggest that academic models are often poorly suited to the problems faced by SMEs within the international trading environment. In many instances the contributors find SMEs at the vanguard of the challenge to accepted business practices it is these challenges that underpin the text.

Illustrating that today's SMEs are faced with the critical issue of how to create and maintain a sustainable competitive advantage in light of the increased complexity of international trade and global business linkages this Handbook will prove invaluable to both academics and practitioners involved in business and management and entrepreneurship

Commercialisation and Innovation Strategy in Small Firms Tim Mazzarol, Sophie Reboud, Delwyn Clark, Monique Moore, Peter Malone, Geoffrey N. Soutar, 2022-06-30 This book focuses on the process of commercialisation and innovation management in small firms. Although commercialisation and new product development (NPD) has been covered quite extensively, relatively little attention has been given to how small to medium enterprises (SMEs) engage with these issues. The book explores this topic in depth, taking a close look at the reasons why decisions are made and mapping this behaviour against established theories and best practice models of NPD and commercialisation. The book uses case studies to analyse the relationship between entrepreneurial decision making and commercialisation and investigates how and why NPD and commercialisation decisions are made, which offers valuable insights from both a theoretical and applied perspective.

Strategic Utilization of Information Systems in Small Business Hunter, M. Gordon, 2015-05-31 The small business is an often underestimated asset of both the modern economy and the commercial workforce. Those employed by small businesses make up a large percentage of both the U.S. and Canadian populations and with the internet and other technologies connecting us like never before, the opportunity is present for even the smallest company to reach a global scale. *Strategic Utilization of Information Systems in Small Business* explores the possibilities not just in expanding a business but in assisting a business in meeting its full potential no matter its size. Including a variety of perspectives on what it means to be a small business and how to bring that business to maturity, this book is an essential reference source for small business owners, managers and employees as well as students, researchers and aspiring entrepreneurs. This publication features chapters on the different aspects of management processes, e-commerce and e-businesses, including the characteristics of a smart entrepreneur, success vs. failure, longevity, technology adoption, the types of different information systems and how to implement them, data and decision making theories for investigating small businesses' business strategy and competitive advantage.

Strategic Internet Business Management - An Assessment of Internet Business Growth Strategies
Steven Sam, Jared Makor, 2011-10-05 Master's Thesis from the year 2011 in the subject Business economics Offline Marketing and Online Marketing grade 12 Distinction course Strategic Business Communication language English abstract Abstract It is widely recognized that Small and Medium Sized Enterprises play a significant role in the economic vitality of local and national economies in Denmark. Over the years, these sectors are faced with an increasingly unstable marketplace and stiff competition from large firms. It is believed that the advancement of internet and its related communication technologies have the ability to give these firms the potential advantage to reach wider geographical markets and compete with larger organizations for customers' attraction, market share and sustainable growth. As a result, the Danish government

has over the years collaborated with industry and commercial associations to bolster the integration of Information Technology and diffusion of e commerce among SMEs This thesis used quantitative survey questionnaire and qualitative interview approaches to assess how SMEs in Denmark are using the internet as a business strategy to enhance growth and sustainability In accordance with the theoretical model developed by synthesizing existing internet adoption and business growth models three key determinants such as the level of internet adoption growth strategy and competitive environment were investigated Result indicates that SMEs have a considerable integration of internet particularly at the lower level which includes e mail and website While more than half of the firms who have fully integrated internet as part of their growth strategy have experienced exponential growth by developing new product and reaching new markets Competitively these firms are also able to offer high and unique value of proposition mainly through niches *Strategic Management for Tourism, Hospitality and Events* Nigel Evans,2015-01-30 Strategic Management for Tourism Hospitality and Events is the must have text for students approaching this subject for the first time It introduces students to fundamental strategic management principles in a Tourism Hospitality and Events context and brings theory to life by integrating a host of industry based case studies and examples throughout Among the new features and topics included in this edition are Extended coverage to Hospitality and Events to reflect the increasing need and importance of a combined sector approach to strategy New international Tourism Hospitality and Events case studies from both SME s and large scale businesses are integrated throughout to show applications of strategic management theory such as objectives products and markets and strategic implementation Longer combined sector case studies are also included at the end of the book for seminar work New content on emerging strategic issues affecting the tourism hospitality and events industries such as innovation employment culture and sustainability Web Support for tutors and students providing explanation and guidelines for instructors on how to use the textbook and case studies additional exercises case studies and video links for students This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students learning and understanding This book is an essential resource to Tourism Hospitality and Events students *Strategic Internet Business Management - an Assessment of Internet Business Growth Strategies* Steven Sam,Jared Makor,2011-10 Master s Thesis from the year 2011 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media grade 12 Distinction course Strategic Business Communication language English abstract Abstract It is widely recognized that Small and Medium Sized Enterprises play a significant role in the economic vitality of local and national economies in Denmark Over the years these sectors are faced with an increasingly unstable marketplace and stiff competition from large firms It is believed that the advancement of internet and its related communication technologies have the ability to give these firms the potential advantage to reach wider geographical markets and compete with larger organizations for customers attraction market share and sustainable growth As a result the Danish government has over the years collaborated with industry and

commercial associations to bolster the integration of Information Technology and diffusion of e commerce among SMEs This thesis used quantitative survey questionnaire and qualitative interview approaches to assess how SMEs in Denmark are using the internet as a business strategy to enhance growth and sustainability In accordance with the theoretical model developed by synthesizing existing internet adoption and business growth models three key determinants such as the level of internet adoption growth strategy and competitive environment were investigated Result indicates that SMEs have a considerable integration of internet particularly at the lower level which includes e mail and website While more than half of the firms who have fully integrated internet as part of their growth strategy have experienced exponential growth by developing new product and reaching new markets Competitively these firms are also able to offer high and unique value of proposition mainly through niches SMEs in a Globalised World Helena Lenihan,Bernadette

Andr%oosso-O'Callaghan,Mark Hart,2010-01-01 This insightful book shows how small and medium enterprises SMEs from some of the traditionally less dynamic peripheral economies of the old EU namely Ireland Italy Portugal and Spain have responded to the twin challenges of globalisation and industrial restructuring Through a series of unique case studies the contributing authors discuss how these economies and in particular the SME sector can be transformed The book begins by examining the key drivers of the globally competitive SME sector in the EU before moving on to explore the relationship between multinational enterprises MNEs SMEs and industrial development The authors investigate important policy implications and provide lessons for SME development and growth With empirical and theoretical contributions on SMEs in both the manufacturing and the services sectors this essential book will be invaluable for researchers and policymakers in small business economics and management Postgraduate students of entrepreneurship business economics industrial economics and European studies will appreciate this unique set of insights

**Strategy for Accelerated Entrepreneurial
Technology, Innovation and Enterprise** D.

Growth, Mobilisation of Resources for the Promotion of SME's ,1986 Jones-Evans,M. Klofsten,2016-07-27 This book sets out to examine small technologically innovative enterprises in Europe from the viewpoint of ten international researchers Drawing on original empirical research the contributions describe the different aspects of the business development and innovation process including the creation and development of technology based enterprises the growth of the firm different types of networking activities and various development strategies when the firm is established

Implementing the Renewed Lisbon Strategy for Growth and Jobs European Commission,European Council,2007 Recoge Part I Macro economic part 1 Summary and conclusions 2 Macro economic developments 3 Stable macro economic conditions 4 Ensuring sustainable public finances 5 Promoting an efficient allocation of resources through well designed tax and expenditure systems 6 Ensuring wage developments contribute to growth and stability 7 Assessing the comprehensiveness of reform packages and de interlinkages between different reform measures Part II Micro economic part 1 Summary and conclusiones 2 Knowledge and innovation 3 Making Europe a more atractive

Place to invest and work *National Strategy for Growth and Reduction of Poverty (NSGRP)* Tanzania, Tanzania. Ofisi ya Makamu wa Rais, 2005 ERP-Enabled Financial Transformation: Strategic Growth Sameeksha Gupta, 2025-12-05

Contemporary Insights on Financial and Economic Performance of Companies Piotr Łasak, 2025-01-01

Responsive and proactive market orientation and hospital financial performance The mediating effect of service program innovativeness PURPOSE The study aims to investigate the direct and indirect relationships among market orientation service program innovativeness and the financial performance of hospitals Two types of market orientation responsive and proactive were considered along with two dimensions of service program innovativeness meaningfulness and novelty METHODOLOGY The study gathered data through a survey conducted on a random sample of 204 Polish hospitals Structural equation modeling was used to analyze the data test a conceptual model designed as a parallel two mediator model and validate the hypotheses FINDINGS The work revealed both direct and indirect effects In terms of direct effects the study found that implementing a responsive market orientation positively influences the meaningfulness of a hospital's service program but has no impact on its novelty Conversely the implementation of a proactive market orientation has a positive influence on both the meaningfulness and novelty of the program Furthermore the meaningfulness and novelty of the program contribute positively to the hospital's financial performance In terms of indirect effects the study identified mediation phenomena a responsive market orientation positively affects a hospital's financial performance through the meaningfulness of the service program while a proactive market orientation enhances financial performance through the novelty of the program IMPLICATIONS The study contributes to the current understanding confirming the positive impact of a proactive market orientation on innovations within the organization while contradicting the view that a responsive market orientation supports these innovations Additionally the results support the idea that innovations within the organization have a positive impact on its outcomes The study also reveals specific mechanisms that influence market orientation on organizational outcomes indicating that a responsive orientation affects a service provider's outcomes through the meaningfulness of its service program while a proactive orientation influences outcomes through the novelty of the program The practical recommendations for hospital managers are as follows a to achieve a high level of meaningfulness in the service program it is advisable to implement both responsive and proactive market orientations b to attain a high level of novelty in the program a proactive market orientation is recommended c to enhance the hospital's financial performance it is suggested to develop a service program that is both meaningful and novel and to implement both responsive and proactive market orientations ORIGINALITY AND VALUE The study's originality and value stem from its exploration of specific direct and indirect mechanisms through which market orientation affects hospital financial performance filling a prior research gap By investigating these mechanisms the study enhances the overall understanding of hospital management Keywords market orientation responsive orientation proactive orientation healthcare financial performance innovativeness Does ESG

performance have an impact on financial performance Evidence from Turkey PURPOSE Stakeholders such as consumers nongovernmental organizations and public institutions have increasingly pressured companies to adopt corporate social responsibility CSR policies This trend has led to the integration of environmental social and governance ESG reporting into business strategies to achieve long term competitive advantages and enhance financial performance ESG reporting has become a critical tool for measuring corporate CSR efforts contributing to the institutionalization of nonfinancial reporting standards This study aims to determine how the adoption of ESG sub dimensions affects the financial performance of companies in Turkey METHODOLOGY The study employed panel regression analysis on data from 21 companies listed in the Borsa Istanbul 100 index over the period 2011 2020 to investigate the relationship between ESG sub dimensions and firm performance FINDINGS The findings indicate that adopting the environmental and governance sub dimensions positively affects ROE and Tobin's Q However the adoption of the governance sub dimension negatively impacts Tobin's Q while positively influencing ROE No statistically significant results were found regarding the impact of ESG sub dimensions on firms ROA ratios IMPLICATIONS The results of the research based on the example of Turkey are important to determine how companies social responsibility strategies in developing countries provide them with outputs in terms of environment social and governance and whether social responsibility based activities are truly sustainable strategy for companies in developing countries The findings highlight the importance of considering the macroeconomic structure legal system and financial development of countries when evaluating CSR activities The regulatory environment plays a significant role as weaker legal protections can negatively affect the relationship between governance practices and firm performance For practitioners the insights suggest prioritizing environmental investments and carefully strategizing governance practices to align with investor expectations and regulatory frameworks ORIGINALITY AND VALUE By focusing on the BIST 100 companies this study contributes to the limited literature on the role of ESG sub dimensions in shaping financial performance in developing markets This research provides valuable insights into how environmental social and governance practices specifically impact the financial outcomes of firms in Turkey offering a nuanced understanding that can inform both academic discussions and practical strategies in similar contexts Keywords corporate social responsibility ESG performance Financial performance Panel data analysis BIST 100 The impact of strategic management on organizational creativity and its influence on the financial performance of SMEs PURPOSE This research intends to help small and medium sized enterprises SMEs in Ho Chi Minh City HCMC to understand the strategic management process The study considers an inside and an outside in perspective and the intermediary role of organizational creativity in financial performance It also aims to help SMEs achieve financial performance benchmarks and work towards sustainable development goals This research is also significant and adds value to the performance management domain Its overarching objective is to promote long term business expansion through an exploration of the strategic management process and how organizational creativity and financial performance can

be supported

METHODOLOGY The sample data are collected from 411 SMEs in HCMC using convenience sampling. The data are rigorously screened and cleaned to select a reliable sample for analysis and Smart PLS software is employed for data analysis to achieve the study's outcomes.

FINDINGS Factors such as the strategic management process, an inside out perspective, an outside in perspective and the intermediary role of organizational creativity positively impact the financial performance of Vietnamese SMEs in HCMC.

IMPLICATIONS The results show that SMEs are making changes and influencing these factors to improve financial performance. This research contributes value and provides a holistic perspective on the strategic management process for Vietnamese SMEs in HCMC to improve financial performance.

ORIGINALITY AND VALUE The study offers insight into strategic management and highlights the pivotal role of creativity in managing the financial performance of enterprises. The overarching goal is to achieve sustainable development in an increasingly competitive environment. The study also provides a solid foundation for SME managers to restructure their operations for enhanced financial performance. It also offers valuable insights for future scholars to consider and apply in expanding available research models.

Keywords SME, strategic management process, organizational creativity, financial performance, sustainable development, goal, Sustainability, performance, corporate governance, and financial performance.

Evidence from Poland and Central European listed companies

PURPOSE Businesses are regarded as the main agents that can help achieve sustainable development. Therefore, more and more firms of various characteristics integrate sustainability issues into their business strategies. There is ongoing debate on the relationship between sustainability engagement and firm performance, with ambiguous results. Our study falls into this stream of research by adding the perspective of the Central European economy.

The main objective of our paper is to examine the relationship between firm sustainability performance and its financial performance in the context of various corporate governance characteristics, in particular board attributes and ownership structure.

METHODOLOGY Our research sample covers firms listed on the Warsaw Stock Exchange, representing various indexes related to their size and sectors in 2015–2021. We measure sustainability performance with our original aggregated index created by integrating key firm ESG engagement characteristics. Financial performance is analyzed from two different perspectives: accounting perspective (illustrated by profitability of assets ROA) and market perspective (illustrated by market value MV/BV ratio).

To achieve the research aims, several statistical methods were employed in the study, including selected descriptive statistics and panel regression models.

FINDINGS Our results confirm a significant positive relationship between sustainability and financial performance, as measured by ROA and MV/BV ratios. Additionally, we observe a significant positive relationship between gender diversity on the management board, the presence of women on the management board, and accounting performance. Our results provide an argument for firm engagement in sustainability initiatives, as it may improve its profitability and market value.

IMPLICATIONS for theory and practice. Our study not only contributes to the corporate finance and sustainability literature by providing evidence on the relationship between sustainability performance and

financial performance in the context of the Central European economy but also provides insights for corporate governance research in terms of boards attributes and different types of ownership structures The policy suggestions derived from our findings can benefit both managers and regulators focusing on the sustainable development paradigm and ultimately enhancing overall stakeholder well being **ORIGINALITY AND VALUE** The originality of our research stems from investigating the relationship between sustainability performance and firm performance from both an accounting and a market perspective and using the original sustainability index developed for the purpose of the study Additionally we address potential gaps in existing research by incorporating several corporate governance characteristics to clarify their importance for a firm performance **Keywords** sustainability performance firm performance ownership structure board attributes corporate governance listed companies ESG performance financial performance Firm size as a moderator of stakeholder pressure and circular economy practices **Implications for economic and sustainability performance in SMEs PURPOSE** This study examines the interplay between stakeholder pressure internal and external circular economy CE practices firm size and their impact on the sustainability and economic performance of Small and Medium sized Enterprises This research underscores firm size as a key moderator in the relationship between stakeholder pressures and CE adoption aiming to provide a comprehensive understanding of this dynamic in SMEs **METHODOLOGY** Based on a cross sectional survey of 124 SMEs in Estonia Latvia and Lithuania with respondents primarily being owners and managers of firms a three step approach tested the proposed model for CE practices First Confirmatory Factor Analysis CFA was used to ensure that the observed variables represented latent constructs Second Ordinary Least Squares OLS and Weighted Least Squares WLS regression methods were used to control for factors influencing CE adoption Finally the interaction terms assessed the moderating role of firm size **FINDINGS** The research shows that firm size moderates these effects with external stakeholder pressure significantly influencing CE adoption more than internal pressure These finding underscores how firm size shapes SMEs responses to stakeholder pressure when adopting CE practices **IMPLICATIONS** This study provides empirical evidence that stakeholder pressure significantly influences SMEs in the Baltic States to adopt CE practices thus impacting economic and sustainability performance Smaller firms can enhance CE practices by strategically managing stakeholders whereas larger SMEs should align with external stakeholder expectations for more effective CE initiatives leading to improved organizational performance **ORIGINALITY AND VALUE** This study demonstrates how stakeholder pressures drive CE practices and impact organizational sustainability and economic performance Firm size plays a crucial role as a moderator amplifying the influence of external stakeholder pressure on CE practices **Keywords** Stakeholder Pressure Circular Economy Practices Small and Medium sized Enterprise Sustainability Performance Economic Performance Baltic States Capital structure specificity in knowledge intensive industries A comparative study of EU countries **PURPOSE** This paper aims to examine and compare the capital structure patterns and financial decision making determinants of knowledge based firms and traditional industries in

selected EU countries over the period 2000–2023. The study seeks to uncover sector specific features focusing on the unique financial behaviors of knowledge intensive enterprises compared to their traditional counterparts. It also explores how factors such as asset structure, profitability and growth opportunities influence capital structure decisions within these industries, thus providing implications for financial management in innovation driven sectors.

METHODOLOGY The methodology involves analyzing data from 12 EU countries categorized by industry sectors M and J for knowledge based firms and other sectors for traditional firms and firm size. The research applies panel data modeling to evaluate the differences and influences on capital structure within these groups.

FINDINGS The study reveals that knowledge based firms exhibit distinct capital structure characteristics including a higher reliance on intangible assets and lower ratios of long term debt compared to traditional firms. Specifically, the findings indicate that intangible assets are positively correlated with total and long term debt in knowledge based firms, meaning that an increase in intangible asset value is associated with a corresponding increase in total and long term debt levels. This relationship aligns with the modified pecking order theory which posits that firms prioritize funding sources based on their perceived cost and risk. The determinants of capital structure such as profitability and growth opportunities also demonstrate differing impacts, revealing the unique financial strategies employed by knowledge based firms.

IMPLICATIONS This research highlights the importance of adapting financial strategies to the specific needs of knowledge based firms which often face unique challenges due to their reliance on intangible assets. Policymakers can use these findings to design targeted financial policies that support the growth and sustainability of innovation driven enterprises such as by offering incentives for intangible asset financing or by reducing barriers to accessing long term debt. For practitioners, the insights highlight the need to align financial decision making with sector specific characteristics to optimize capital structure and drive competitive advantage.

ORIGINALITY AND VALUE This research makes a unique contribution by providing one of the first comparative analyses of capital structure determinants across knowledge based and traditional firms in multiple EU countries over an extended timeframe (2000–2023). Unlike prior studies which often focus on individual sectors or countries, this study offers a comprehensive and cross sectoral perspective, enriching the understanding of how financial theories operate in diverse economic and institutional contexts. By addressing the financial behaviors of knowledge intensive firms, the research bridges a critical gap in the literature and informs both academia and practice.

Keywords: capital structure, knowledge based firms, traditional industries, panel data regression, EU countries, innovation driven enterprises, modified pecking order theory, sector specific analysis

Promoting Sustainable Innovation and the Circular Economy Ole-Andreas Rognstad, Taina Pihlajarinne, Jukka Mähönen, 2024-07-26. The book explores the role of public market actors in sustainable and circular economy innovation and financing. The shift to a circular economy requires active innovation alongside radical changes in law, finance and policy considerations since regulation is often tightly connected with the assumption of a linear model of consumption. Finance is crucial in creating sustainable and

circular economy markets and innovations public finance is important from the perspective of seeing the state as an engine for promoting sustainable innovations but private funds are also required Legislative initiatives for promoting repairs have been proposed or adopted in the EU US and in Australia representing remarkable steps forward but still leaving many obstacles without legislative intervention This book examines circular economy regulation and policy on a comprehensive general level as well as assessing the regulatory possibilities of promoting the right to repair Promotion of circular economy innovations as well as changing the practices and changing consumer patterns towards a more comprehensive adoption of CE are discussed from perspectives of legal social and moral norms The book critically evaluates current legislative reforms and assesses existing barriers to the circular economy and innovation in intellectual property law consumer law and competition law Providing an in depth analysis of this dynamic field geared towards reconsidering both existing and prospective policies and regulatory regime the book makes recommendations for solutions to legislative barriers It is an indispensable resource for both researchers and practitioners working at the intersections of markets innovations and sustainability

SME Internationalization Strategies Noémie Dominguez, 2018-03-15 Internationalization is a strategic issue for companies as it is today the central axis for the development of small and medium sized enterprises SMEs Market expansion and the growing importance of emerging markets offer new development opportunities for SMEs to use innovative strategies such as head deck strategies to effectively penetrate these markets This book focuses on understanding these new strategies Why do SMEs use head of bridge strategies in order to internationalize How do they deploy such strategies abroad Based on the example of five manufacturing SMEs which are at different stages of internationalization this book highlights the main motivations stages of deployment but also difficulties encountered in this direction This book is a tool for assessing potential locations and provide managers with a new alternative in terms of internationalization enabling rapid identification of key stakeholders adapting their international development plan and anticipating potential pitfalls

Optimal Management Strategies in Small and Medium Enterprises Vemić, Milan B., 2017-01-18 Business sustainability is becoming increasingly difficult amongst the demands of today s markets By implementing new and dynamic practices organizations can optimize their day to day operations and improve competitive advantage Optimal Management Strategies in Small and Medium Enterprises is a key source on the latest innovations in enhancing all main management functions such as working capital and marketing and examines how to implement sustainable business management practices Featuring extensive coverage across a range of relevant perspectives and topics such as human resources development market orientation and knowledge management this book is ideally designed for business managers professionals graduate students and researchers working in the field of smaller scale business development initiatives

Strategic Development Plan Fiji, 2007

Market entry strategies and their applicability to SMEs - The winding road to foreign business

Thomas Drabner, 2003-06-10 Research Paper undergraduate from the year 2003 in the subject Business economics Offline

Marketing and Online Marketing grade 1 9 B Heidenheim University of Cooperative Education Economic International Commerce course International Commerce language English abstract There will be hunters and hunted winners and losers What counts in global competition is the right strategy and success Heinrich von Pierer¹ In business planning the globalization of the world market and the limits of domestic growth raise the question to what extent a foreign commitment should be considered if at all² In Germany these considerations are particularly underlined by the strong integration into the world economy German enterprises obtain a third of their total revenue in foreign business 25 % of all jobs depend on foreign trade³ Contrary to expectations going global is no longer subject only to large multinational companies Due to saturation tendencies in the domestic market global competition and the dependency on international key account customers small and medium sized enterprises SMEs have been faced with the need for international activities⁴ Considering the fact that SMEs account for 97 3 % of all German enterprises generating almost 45 % of the total revenue per year the importance of future growth potential becomes evident⁵ In general SMEs are referred to as the backbone of German economy and many of them the so called hidden champions have successfully faced the challenge of entering foreign markets⁶ Others have been afraid to take this step For these the need for adaptation remains and their continuity will depend on the competitiveness in the world market In general entering new markets is connected with a multiplicity of chances and risks SMEs especially tend to underestimate the importance of profound information and the need for a realistic estimation of own capabilities⁷ Accordingly it becomes necessary to focus on a SME specific approach which considers major evaluation criteria for carefully developing market entry strategies¹ Dr Heinrich von Pierer President and Chief Executive Officer of Siemens AG Quotation cp TheGlobalist 2000 2 cp Hoppen 1999 144 3 cp Statistisches Bundesamt 2001 1 6 4 Due to the IFM in Bonn 2000 SMEs intend to increase their foreign sales from an actual average of 30 % to 50 % in 2020 5 cp IMF Bonn 2000 6 cp Hibbert 2000 1 7 cp Brenner 1999 2 et sqq

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