

Create a  
**Winning**  
Global Business  
**Strategy**



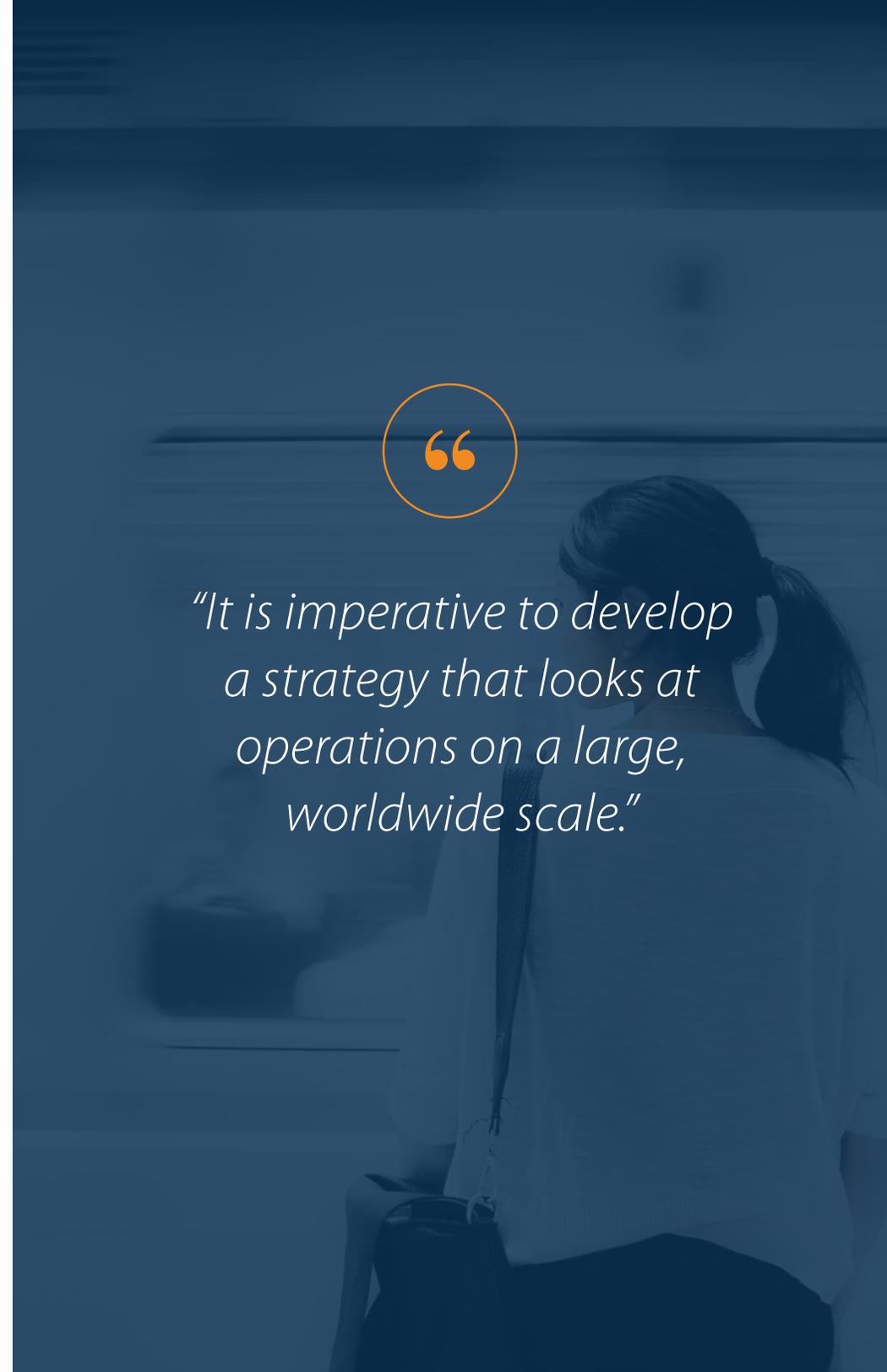
# The Importance of an International Business Strategy

In light of a global economy and growing competition, all businesses must be thoroughly prepared to operate within an international market.

Economic, political and climatic factors in foreign countries greatly influence a firm's ability to sell or produce commodities abroad. Therefore, it is imperative to develop a strategy that looks at operations on a large, worldwide scale.

“

*“It is imperative to develop a strategy that looks at operations on a large, worldwide scale.”*



# To Succeed, Research is Key

Expanding your business strategy to encompass a global market is no easy feat. Whether you run a large conglomerate that is aiming to expand, or a small business that needs to outsource production or supplies, having a plan in place is key.

As any successful business leader knows, extensive research is critical when devising a new strategy. You must carefully consider and explore all aspects of your decisions, or your plan will fail. When expanding internationally, it is vital that you look beyond your company and market to consider the implications of your actions on foreign countries as well.

Fortunately, there are research tools available to ensure you get the reliable information that you need to make informed decisions. Although many of these strategies are regularly used in traditional business research, they are also invaluable when making the big decision to expand your company globally.



*“When expanding internationally, it is vital that you look beyond your company and market to consider the implications of your actions on foreign countries as well.”*

---

To get started with your business research, request a free trial of [Business Source® Corporate Plus](#) »

# Market Research Reports

Market research reports are a great starting point when you begin to devise an international business strategy. These reports analyze and interpret information about a market and present how that market would react to a product or service. The information in these reports is extremely relevant when finding and developing new markets.



“

*“The information in market research reports is extremely relevant when finding and developing new markets.”*

---

Get access to market research reports with  
[Business Source® Corporate Plus](#) »

# SWOT Analyses

A SWOT analysis is a common analytical method used to develop reasonable objectives and goals. It is employed regularly to evaluate companies and their competitors. The acronym stands for: Strengths, Weaknesses, Opportunities and Threats. A SWOT analysis can be in the format of a matrix, a bulleted list, or an in-depth research article. Regardless of its format, it is an immensely helpful tool for your research, as it allows you to objectively view the strategies of specific companies while analyzing how others might be performing in your industry.

The appeal of a SWOT analysis is that it is general and applies to most situations. When looking at global business strategies, it can be helpful to see how others in your industry have fared. You can analyze where they saw success, where they failed, and where they could improve. This information can be used as a launching point for your own business strategy.

Additionally, this tool can be used to take an objective look at your own organization before making any major decisions. It is important that your strategy be as strong as possible before taking on any new endeavors. Employ an internal SWOT analysis to expand upon your strengths, improve your weaknesses, take advantage of any overlooked opportunities and analyze your threats to ensure that you are in the best possible position for success.

---

Explore SWOT Analyses in [Business Source® Corporate Plus](#) »



“

*“The appeal of a SWOT analysis is that it is general and applies to most situations.”*

# Country Profiles

Country profiles allow you to take an in-depth look at any country – a helpful tool when you are considering where your company should expand next. These documents provide a guide to the history, politics and economic background of countries. Although the information included in these profiles is often extensive, it is important to have all available data when opening an operation abroad. Additionally, country profiles are objective and allow you to consider information without bias.

Even very successful businesses have failed in their attempts to expand globally when they do not take into account vital information about the new market they are entering. To succeed in a new country, you must understand and respect its unique customs and backgrounds.



*“To succeed in a new country, you must understand and respect its unique customs and backgrounds.”*

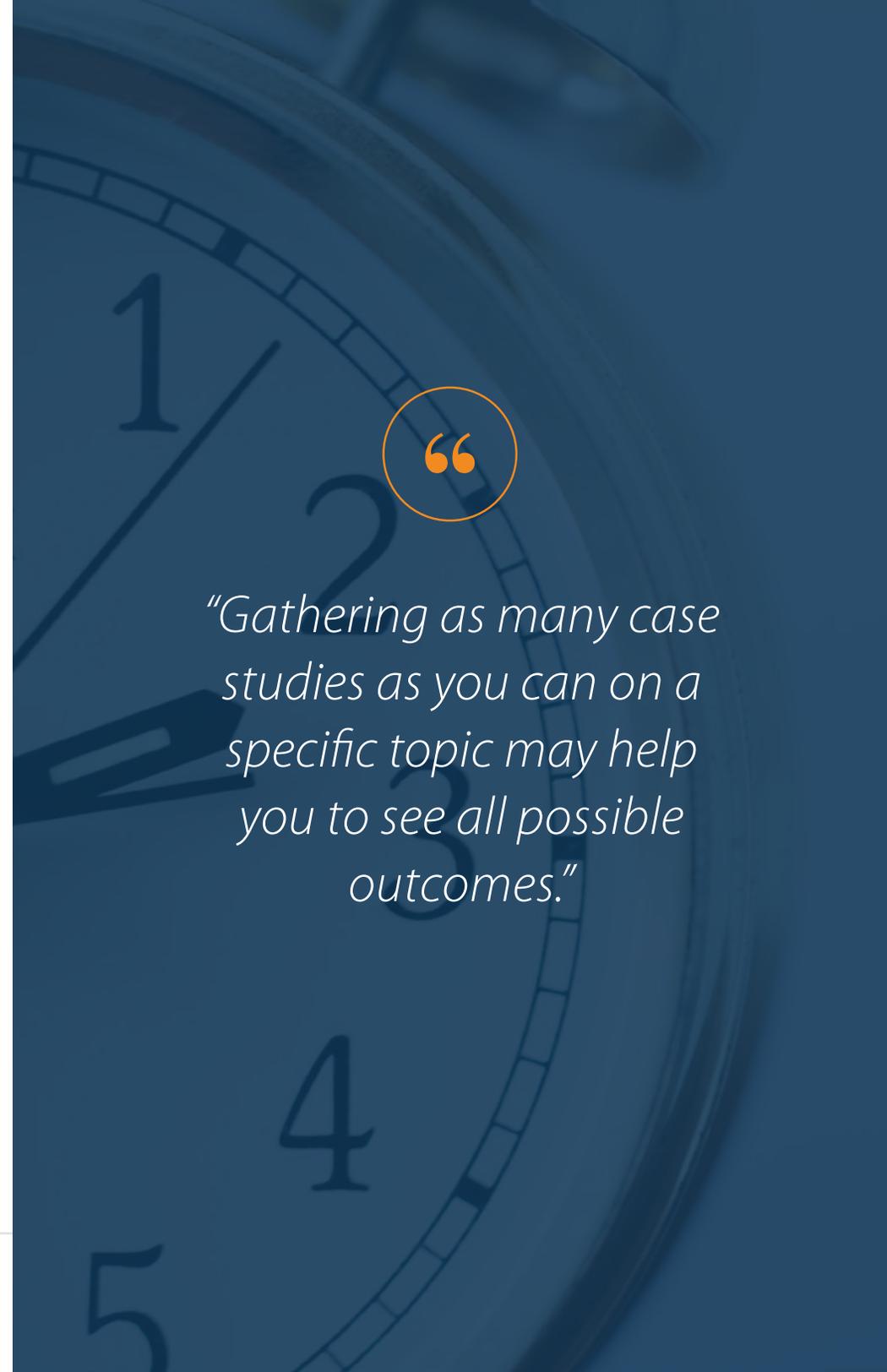
# Case Studies

Case studies allow you to look at a detailed example of the failure or success of another company. The goal is similar to a SWOT analysis: allowing you to learn from your competitors. However, case studies tell a more specific story. They are typically far less extensive and do not include as much background information as other analytical methods, but the information is helpful nonetheless.

Case studies can be used when background research has been completed and your decision has been made. To prepare, you can read case studies on companies that have made the same decision and get specific information and examples regarding where they went right or wrong. Gathering as many case studies as you can on a specific topic may help you to see all possible outcomes.

---

Find the case studies you need with  
[Business Source® Corporate Plus](#) »



“

*“Gathering as many case studies as you can on a specific topic may help you to see all possible outcomes.”*

# Current News

As any good business leader knows, research is not a one-time practice. In order to maintain your success, you must stay up-to-date with current news that is happening around the world. When it comes to international affairs, information is always changing and evolving. If you are aiming to (or already) operate internationally, you must monitor a wide variety of news sources to stay current with events that may impact your business strategy.

“

*“In order to maintain your success, you must stay up-to-date with current news that is happening around the world.”*



## Bringing it All Together with *Business Source*<sup>®</sup> *Corporate Plus*

The research needed to create a winning global business strategy is extensive and time consuming; however, it is necessary. Fortunately, EBSCO's *Business Source Corporate Plus* delivers all of the resources that you need from one search box. Get access to Market Research Reports, SWOT Analyses, Country Profiles, Case Studies, current news and more through this leading business research database.

*Business Source Corporate Plus* delivers reliable information from trusted sources that will make your business research efficient and effective. This platform gives you and your employees a central point to access vetted business information from top publishers and sources. When you need reliable information to make major decisions, you can trust *Business Source Corporate Plus*.

[Request a free trial today](#)

[Or visit our website »](#)