

Mögliche Markteintrittsstrategien In Auslandsmärkte - Christian Liese

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Durch die steigende Bedeutung von Auslandsmärkten fragen sich viele Unternehmen, inwieweit der Eintritt in einen solchen Markt erfolgreich organisiert und geplant werden kann. Doch können die damit verbundenen Fragen nicht pauschal beantwortet werden, da sie von zahlreichen Faktoren abhängen. Unternehmen müssen heute mehr denn je exakt abwägen, welche Strategie für welchen Zielmarkt zu welchem Zeitpunkt die richtige ist. Genau hier setzt diese Ausarbeitung an, deren Hauptziel es ist, einen ersten Überblick über mögliche Markteintrittsstrategien in Auslandsmärkte, deren Form und Zeitpunkt, sowie letztlich auch grob über deren Auswahl zu verschaffen. Der Aufbau der Ausarbeitung ist daher so strukturiert, dass nach diesen einleitenden Worten zunächst die Grundbegriffe der diese Arbeit elementaren Themen definiert und abgegrenzt werden. Im Anschluss daran werden die möglichen Formen eines Auslandsmarkteintritts kurz vorgestellt. Da auch der Markteintrittszeitpunkt maßgeblich den Erfolg bzw. Misserfolg einer Marktpenetration beeinflusst, werden im nächsten Kapitel die zeitlichen Elemente eines Auslandsmarkteintritts analysiert. Der vorletzte Abschnitt der Arbeit zeigt auf, wie eine optimale Variante für das jeweilige Unternehmen ausgewählt werden kann. Hier wird neben einem Kriterienkatalog auch eine Übersicht aus empirisch ermittelten Erfolgsfaktoren vorgestellt. Eine abschließende Zusammenfassung rundet die Arbeit ab. Author: Liese, Christian Publisher: GRIN Verlag Illustration: N Language: GER Title: Mögliche Markteintrittsstrategien in Auslandsmärkte Pages: 00028 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640841943 Category: Business & Economics : Marketing - General

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