INT 220 Business Brief

Course Project

Section One: Drivers for Global Entry

Country Selection

India

Purpose of Global Expansion

India is currently the 2nd second-largest telecom market and has registered strong growth in the

past decade and a half (Mathapati & Vidyavati, 2018). Expanding the business to India will

provide significant benefits, such as boosting sales and increased revenues. It will also establish a

strong market presence by capitalizing on India's vast population and growing smartphone usage.

Strategic product positioning and competitive pricing will enhance global revenues (Gielens et

al., 2021) and secure substantial shares in India's smartphone market.

Moreover, expanding to India will aid in diversification, reducing dependency on domestic

markets by spreading operational risks across different regions. It will also encourage innovation

and adaptation to meet diverse cultural preferences. Additionally, internationalization amplifies a

brand's global stature, attracting new partnerships, investments, and talent.

Business Impacts of Global Business

Global expansion, particularly into markets like India, requires a comprehensive strategy

(Narada Gamage et al., 2020). It encompasses product adaptation, localized marketing, efficient

supply chain management, and a culturally sensitive approach to human resources. Adapting business models to meet local consumer needs and preferences is crucial, and it might involve modifying product designs or adjusting pricing strategies to align with local market sensitivities. Marketing efforts must be culturally aligned, utilizing local languages and engaging with regional traditions while leveraging popular digital channels to reach and engage target demographics effectively.

Overcoming logistical challenges necessitates establishing partnerships with local distributors and integrating advanced technologies for better supply chain visibility and control. According to Stahl and Mazneveski (2021) managing a global workforce demands a focus on diversity and cultural sensitivity and hiring local talent to gain insights into the consumer market and facilitate smoother market integration.

Societal Impacts on Global Business

Global business expansion into new territories significantly impacts local cultures and societies, from economic growth and job creation to potential cultural homogenization and environmental degradation. Introducing our cell phone case business in India can stimulate local economies, foster technological innovation, and lead to infrastructure development. However, it also raises concerns about cultural erosion, economic disparities, environmental harm, and exploitation of workers. Ethical considerations and responsible business practices, including corporate social responsibility (Nahar & Khurana, 2023), stakeholder engagement, cultural sensitivity, and transparency. These factors are essential in mitigating adverse effects and fostering positive societal impacts.

Cultural Considerations for Global Business

Ruth and Netzer (2020) stated that cultural intelligence and sensitivity are crucial for businesses aiming to succeed globally. They enable effective communication, enhance market strategies, build brand respect, and avoid cultural missteps. Tools and methods for gaining cultural insights into India include forming local partnerships, hiring cultural consultants, conducting academic and market research, engaging with social media and online forums, undertaking ethnographic research, and promoting language training among team members.

snhu

References

Mathapati, A. C., & Vidyavati, D. K. (2018). *A Review of Indian Mobile Phone Sector*.

Nahar, K., & Khurana, D. D. (2023). Corporate Social Responsibility. *Vidhyayana - An International Multidisciplinary Peer-Reviewed E-Journal - ISSN 2454-8596*, *8*(si6), Article si6.

Naradda Gamage, S. K., Ekanayake, E. M. S., Abeyrathne, G., Prasanna, R., Jayasundara, J., & Rajapakshe, P. S. K. (2020). A Review of Global Challenges and Survival Strategies of Small and Medium Enterprises (SMEs). *Economies*, *8*(4), Article 4. https://doi.org/10.3390/economies8040079

Rüth, R., & Netzer, T. (2020). The key elements of cultural intelligence as a driver for digital leadership success. *Leadership, Education, Personality: An Interdisciplinary Journal*, *2*(1), 3–8. https://doi.org/10.1365/s42681-019-00005-x

Stahl, G. K., & Maznevski, M. L. (2021). Unraveling the effects of cultural diversity in teams: A retrospective of research on multicultural work groups and an agenda for future research. *Journal of International Business Studies*, *52*(1), 4–22. https://doi.org/10.1057/s41267-020-00389-9