

INTERNATIONAL BUSINESS CASE STUDIES

# GLOBAL MARKET ENTRY STRATEGY FOR A TECH STARTUP



**CONTACT**

# INTERNATIONAL BUSINESS CASE STUDY : "GLOBAL MARKET ENTRY STRATEGY FOR A TECH STARTUP"

## Introduction

In the dynamic landscape of international business, a cutting-edge tech startup, sought expansion into new global markets. Famed for its innovative product, the startup faced the intricate challenges inherent in navigating the complexities of international expansion.

## Challenges

The challenges were manifold, spanning cultural nuances, regulatory landscapes, and the critical task of identifying target market.

## Solutions

An in depth analysis of the Tech Startup's products were conducted, followed by the right market match. Next, a suitable strategic partnership in the selected market was forged coupled with a holistic market entry strategy, focusing on a localization approach .

## Outcomes

The results were transformative. The Tech Startup successfully entered new global markets, experiencing a steady export business growth. I-MAVE's strategic consulting and training not only enables SME exporters to overcome initial barriers but also lays the groundwork for sustained international success.

## CONTACT

## Major Take-Aways

This case underscores the pivotal role of thorough market research, the strategic localization of products, and the importance of forming strategic partnerships in achieving successful global expansion.

## International Business Case Study

### "Optimizing Supply Chain for a Cable Manufacturer "

#### Introduction

AN SME cable manufacturer , faced the complex challenges of streamlining its international supply chain. From logistics to sourcing concerns, the traditional supply chain model demanded a reevaluation.

#### Challenges

Navigating global logistics, ensuring quality control, and aligning with sustainable sourcing practices posed significant hurdles that spanned diverse geographic locations.

#### Solutions

Several meetings on the problem root causes, micro segmenting the bottle necks and modes of transportation, led to revamp the whole supply chain map . To optimize the supply chain, technological integration, new sourcing frameworks, and new strategic partnerships for the areas that were most affected became the cornerstones of a revamped supply chain strategy.

#### CONTACT

## Outcomes

The outcomes were transformative—enhanced efficiency, reduced costs, and a supply chain aligned with sustainability goals. Retail Innovations evolved into a frontrunner in responsible and streamlined global supply chain management. I-MAVE identifies the causes of the hurdles, analyzes the impact and offers sustainable solutions that last.

## Major Take-Aways

This case emphasizes the pivotal role of technology in supply chain optimization, the importance of ethical considerations in sourcing, and the value of collaborative partnerships for sustainable growth.

**I-MAVE Strategic Insights, Analysis & Thought Leadership Focus On SME  
Export Business**

### CONTACT

# ABOUT THE AUTHOR



Faruk M. Khair, is the CEO and founder of I-MAVE | International Maverick. He is a management consultant, certified global business professional, certified global business trainer, international business coach & mentor and a seasoned International Business Specialist with 25+ years of senior executive experience in global roles bringing unparalleled expertise to guide your export business success. Mr. Khair has empowered SME Exporters with insights drawn from the successful track record of guiding over 40 global exporters from US, Europe, Africa & Asia.

**I-MAVE Strategic Insights, Analysis & Thought Leadership Focus On SME  
Export Business**

## CONTACT