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Title:

CASE STUDY ON DEVELOPMENT OF INTERNATIONAL BUSINESS ON MARKETS

Submitted by:

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Abstract

Critically state the **drivers** that prompt organisations to seek international expansion. Discuss the **factors** that could have an impact on **your business** abroad. Support with examples.

Introduction of International Market:

Every business entity has desire to grow and extend from a single zone to a vast geographical are by spreading its functions. In the current innovation and technology era, each business is battling too difficult to even think about achieving its objective of higher benefit and extension in the business that is the reason much every firm has objective of working together internationally in light of the fact that the worldwide markets are considered as the ideal market for the extension and development of the businesses. Each firm can arrange resources to enter into the universal market, however they have to prepare themselves for the chances and difficulties, possibly they have enough assets but misfortune can happen any time, either the worldwide market will acknowledge them and they can satisfy the requests more than others in effective manners. Higher the risk brings about high benefit. Likewise, the chance of those hindrances are if effectively taken care of, at that point there is nothing which can prevent business from entering in the worldwide market (Agarwal, 2018).

Drivers that Promote International Expansion:

As there is constant change in the international environment, which is because of the economic sudden crisis. the location of international market where we are about to expand our business, matters a lot. Due to the different business lines of the different companies, each may have a different reason for the purpose of expanding their business. Due to globalization, the product and services production has increased and there are many other drivers which urge businesses to grow internationally are given below.

- **Cost Factor:**

There are few companies that require huge investments for the assets resources. With high number of assets, they can easily distribute the fixed costs among multiple units. To fulfil the consumer demands, few companies usually export their goods at the possible lowest price, while sometimes they shift the manufacturing department to the foreign location. For example, moving clothe production to China or assembling industry in America.

- **Strong incentive to lower production costs:**

To attract the foreign investment, international organizations usually provide high incentives which assist in reduced cost of the production.

- **Limited local market for the products:**

As local markets are limited for the products, so to introduce the products at large area, firms Has to move outside of one country.

- **To Handle the excess of the production:**

Firms, due to limited demand, cannot stop the production and have to produce goods in large quantity and for selling the excess quantity, they have to move abroad in the international market.

- **International markets:**

In local markets, there are limited sources for the growth, while international markets have huge opportunities to explore and expand the business in order to achieve objectives of the organizations.

- **To have high growth of the market share:**

Limited share is being shared by the local market due to high number of firms which urge the firms to go beyond single location to have high growth and share of the market.

- **High rate of the profits:**

Low costs usually attract high profit, and foreign markets are providing the firms incentives to reduce their costs by relief in the tax and other duties.

- **Technology and communication factors:**

Technology is the latest driver which can force companies to develop in the foreign market. As information is available universally and the competition is going on worldwide. the Internet has enabled the people to trade with each other without any barrier.

- **Competition:**

The domestic competitors are being followed by Companies in the abroad markets with the objective to maintain their market share in the world-wide location. Companies compete foreign competitors by entering in their home market. Companies attract the foreign market by introducing the new product in the foreign market which are substitutes of the foreign product.

- **Market factors:**

  Consumer's demands and needs are increasingly changing with every passing day because the consumers are looking forward to taste the new products with the changing trend of the market.

There are a lot of other factors that regularly showing features in universal business cycle model like the efficiency, money factors, Fiscal approach, fluctuation in the oil prices and the exchange terms. Specifically, the job of a G-7 factor which is showing in these factors but sometime the common factors highly affecting at oil costs, profitability, financing costs and the terms of exchange(Crucini, 2008).

Factors affecting the International Business:

There are some external factors which can affect the international business & given as

- **Political factors**

  Difference of the political factors in the foreign countries may affect the business in profit or loss and develop the business or stop it.

- **Economic factors**

  Economic conditions are changing around the world. In some places these are good for the firms while some places these the opposing the organizations.

- **Legal factors**

  Legal factors are changed in all countries as every country has its own laws and regulation which are necessary for all business to follow and negative consequences can be seen in case of failure

- **Social factors**

  People are too much possessive regarding their norms and social believes which can affect the business and firms should keep it in consideration while producing goods and services.

- **Environmental factors**

  Certain environmental factors can increase or stop the business for example if business is started where environment is changing every day then it may not get the required outcome.

  There is certain technical factor which can have positive and negative impact on the firm's growth

Part B

For the entry of your organisation's products and services into a new foreign market, some institutional arrangements are necessary.

Highlights the **entry modes** your organisation needs to consider before going global. Discuss the **benefits and the implications** of each mode you mention. Which **factors** (internal/external) **may influence** your choice of the mentioned entry modes?

Entry Modes for entrance in the local market:

All firms have various purposes behind going worldwide, which will have an impact on which entry mode is most appropriate to them. Every organization should decide their ideal entry mode by considering its responsibility, adaptability, control, nearness and hazard while going worldwide, so as to pick any mode for entry which best suits their circumstance. Various remote section modes exist, includes exports, Licensing, franchising, joint venture, and wholly owned subsidiary (Shen, 2017). The entry mode and detail for the all available mode is given below

- **Exports:**

  The easiest way used for the entrance into an international market is the export. That is why most businesses initiate international growth using export. Export can be described as the sale of goods and services that are exported form the local country into the foreign countries.

- **Acquisition:**

  The transactions by which companies can take control of another organization. Usually, this is done by purchase of the stock, exchange the stock for own purpose or sometime by paying a purchase price to the owner.

- **Licensing and franchising:**

  A cross border agreement which is used to allow the organizations the rights for the usage of the property of the licensor in the host country is an International licensing. While the franchising can be described as a strategy for enter into foreign market where a semi-independent business owner called the franchisee have to pay fees and royalties for the usage of company's trademark, to the franchiser. This payment enables him to sell its products and/or services.

- **Joint venture:**

  Any firm may select a joint venture entry mode due to different given reasons

  a. For the purpose of dividing the risk with other parties involved
  b. To enjoy the leverage of each other's strengths for business

  However, a successful joint venture results that involved organizations in the joint venture necessarily have common objectives for

  a. The market of entry
  b. To bear the acceptable levels of risk
  c. To enjoy the reward of the market entered
  d. The sharing of technology with each other
  e. Development of the joint product
  f. For purpose of following the laws of local government

- **Partnering and Strategic Alliance:**

  To enter into another market is through a vital coalition with a neighborhood accomplice. A key coalition includes a legally binding understanding between at least two endeavors specifying that the included parties will coordinate with a particular goal in mind for a specific time to accomplish a specific project. To decide whether the collusion approach is appropriate for the firm, the firm should choose what esteem the accomplice could bring to the endeavor as far as both unmistakable and immaterial angles.

- **Wholly owned subsidiary:**

  The way toward setting up of another, completely possessed auxiliary (likewise called a Greenfield adventure) is frequently intricate and possibly expensive, however it bears the firm greatest control and has the most potential to give better than expected returns. The expenses and dangers are high given the expenses of setting up another business activity in another nation.

Benefits of entry modes:

There are different advantages for every mode of entrance in the local market, few are given below

The benefit of export is that organizations evade the cost of building up activities in the new nation. Firms must, notwithstanding, have an approach to appropriate and showcase their items in the new nation, which they normally do through partner's concurrences with a nearby

organization or wholesaler. When trading, the firm should offer idea to naming, bundling, and valuing the contribution fittingly.

The market Acquisition is considered as a good entry strategy when the scale is required, certain industries like wireless telecommunications used this type of entry level. During the consolidation of the industry, the Acquisition mode is also a good strategy.

The advantage of collaborating with a nearby firm are that the neighborhood firm likely comprehends the nearby culture, market, and methods of working together superior to an outside firm. Accomplices are particularly important on the off chance that they have a perceived, trustworthy brand name in the nation or have existing associations with clients that the firm should get to.

An advantage of the wholly owned subsidiary is that the firm retains control of all its operations (Schellenberg, 2017)

Factors affecting the entry modes:

Whatever mode of entry is selected, there are certain internal and external factors that may affect the selection of that entry mode for the firm itself and for the business of the firm. These factors can be in favor or against the firm

- Market Size
- Market Growth
- Government Regulations
- Level of Competition
- Physical Infrastructure
- Level of Risk
- Production and Shipping Costs
- Lower Cost of Production

Part C

'Think Global, Act Local' is an international marketing principle that urges companies to have a consistent **strategy** when selling internationally while adapting their tactical approach to the **local** market they are targeting.

Evaluate how this strategic approach can be implemented to ensure your organization's success abroad. And **the major challenges facing companies entering into the international market for the first time.**

Strategy Formulation for international market:

No individual can form methodology for an association. The improvement of a business system is the main task of the top organization. The format of such a course of action should be orchestrated and presented by the top organization itself, in order to guarantee the association's guarantee to the overall business framework picked. Barely any Consultant has spoken to impressive expert in sifting through the technique, through which your administrative team will develop a worldwide business strategy. For the most part, to have a successful technique Airbus' administration can follow process that will have the beneath steps

1. For the international business, analysis of the strengths & weaknesses
2. Knowledge of competitor's strengths
3. Analysis of the competitor's contribution in market
4. Target area in the markets for the promotion of products and services
5. Selection of entry mode into the international market from direct exports, Licensing, franchising, joint venture, and wholly owned subsidiary
6. Take decision regarding the goals, for the time frame
7. Planning for the budget of resources
8. Formulate Marketing plan of product in the targeted international market

we can easily formulate strategy, by following the above mentioned steps, for expansion of the business in the international market

Implementation of the international business strategy

When the strategy is formulated, we have to plan for the implementation process so it can be introduced in the international business. There are few steps for implementation of strategy and can be followed

- International business development stages
- How the firms can take care of their employees working abroad
- Approaches for the staffing assignment
- Identify those issues which are associated with management
- Consider issues which are related to company's performance
- Understand the features of the strategy
- Identify those strategies which are being used by the local firms for the purpose of entering into the market

Challenges for the firm:

Beginning a business is a major achievement for most of the business people, however sustain the business is a big challenge. There are numerous difficulties each business faces whether they are developed or developing. These include things like employing the appropriate individuals. Similarly, mergers and acquisitions are having positive and negative impact on the businesses. In case of Airbus, the merger didn't go as planned and they have to face difficulties, later on. Below are few challenges which should be kept in consideration before formulating any strategy for the international business.

- The International company's structure
- Laws and regulations of the foreign country
- Understanding of the International accounting systems
- Cost calculation for the business activates
- Strategy for the global pricing
- Identify the payment methods used globally
- Dealing in the Currency rates
- Selecting an appropriate Global shipment method for the reduction of costs
- Difficulties in the Communication and culture
- Political risks prevailing in the host country
- Complexity of the Supply chain resources
- Risks regarding the labor like exploitation
- Understanding the Issues prevailing globally

Part D

Research Methodology

Measurement

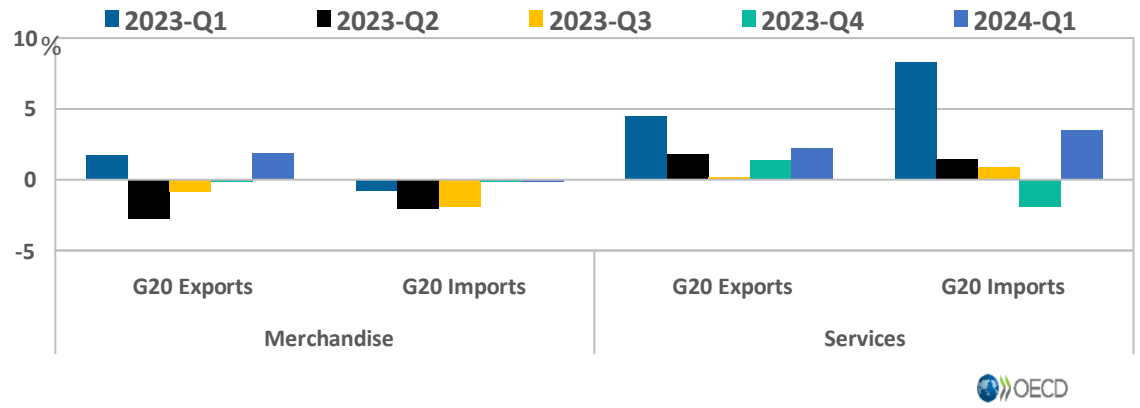
G20 merchandise exports rebound in Q1 2024, and travel boosts growth in services trade

After declining in 2023, **G20 merchandise exports rebounded in Q1 2024,** as measured in current US dollars. Compared to Q4 2023, exports increased by 1.9%, boosted by strong export growth in China, while imports contracted by 0.2%, partly reflecting decreasing energy prices. According to preliminary estimates, **G20 services trade continued to expand in Q1 2024**.[1] G20 exports and imports are estimated to have grown by 2.2% and 3.5% in Q1 2024, respectively, partly reflecting rising international travel (Figure 1 and 2).

Merchandise exports rose by 1.4% in Q1 2024 in the United States, driven by higher sales of consumer goods and agricultural products, while exports fell by 0.6% in Canada. Capital goods, and in particular computers and semiconductors, were the main contributors to import growth in the United States and Canada. Exports increased by 0.9% in the European Union, mainly due to stronger sales of chemical products in France and Germany, while imports declined, albeit less strongly than the previous quarter, due to reduced energy purchases. In the United Kingdom, both exports and imports contracted due to lower trade in machinery and transport equipment. Merchandise exports grew strongly in East Asia, with steel and machinery fuelling export growth in China (up 6.6%) and semiconductors and computers driving the Korean exports. Conversely, weak automobile sales weighed on export growthin Japan (down 2.1%). Lower sales of primary commodities impacted exports from Australia (down 2.1%), Indonesia (down 0.9%), and Brazil (down 3.5%).

Figure 1_ G20 international trade, quarterly growths

Quarter-on-quarter percentage changes, current US dollars, seasonally adjusted



[1] The Q1 2024 trade in services values are preliminary estimates based on available data, covering at least 60% of exports and imports for the

Figure 2 – G20 international trade, quarterly levels Current prices in billion US dollars, seasonally adjusted

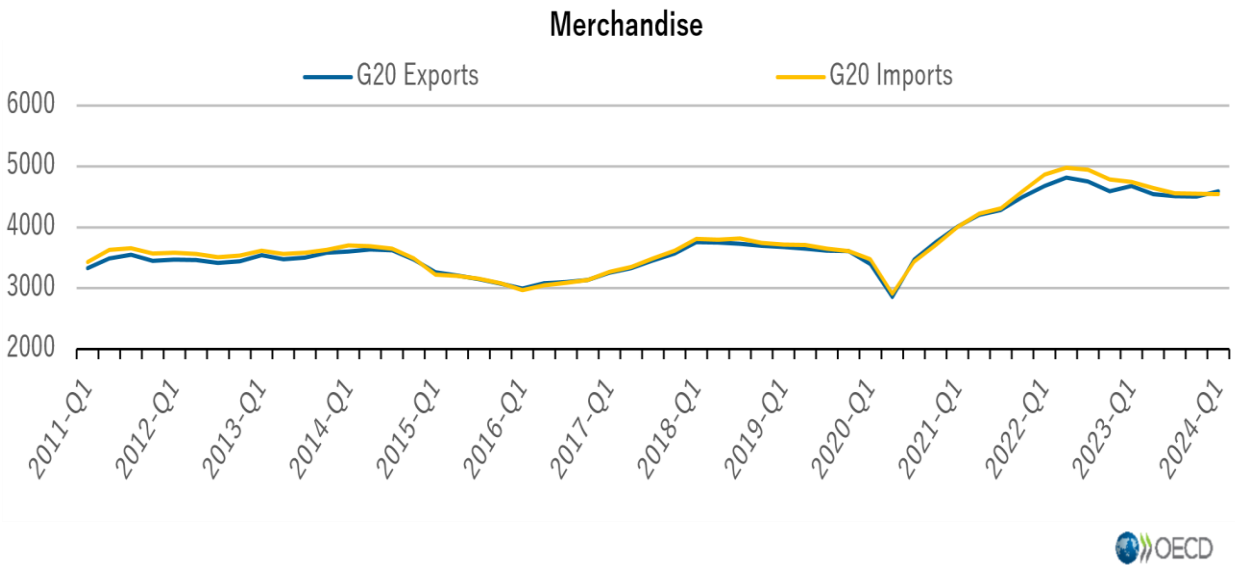


Table 1 – G20 quarterly international merchandise trade

Percentage change on the previous period, current US dollars, seasonally adjusted

	2023	2022		2023				2024
		Q3	Q4	Q1	Q2	Q3	Q4	Q1
Exports								
G20	-3.2%	-1.3%	-3.3%	1.8%	-2.8%	-0.8%	-0.1%	1.9%
Argentina	-24.5%	-8.8%	2.4%	-20.1%	-6.3%	2.1%	-3.5%	15.3%
Australia	-9.7%	-6.0%	-1.3%	0.0%	-10.2%	-3.9%	3.8%	-2.1%
Brazil	1.6%	-1.9%	-0.6%	0.2%	-0.1%	0.1%	6.4%	-3.5%
Canada	-5.1%	-3.7%	-6.2%	1.0%	-4.1%	1.2%	1.1%	-0.6%
China	-4.9%	1.0%	-7.4%	5.5%	-4.1%	-4.2%	0.1%	6.6%
EU 27	1.3%	-1.3%	0.7%	3.2%	-1.3%	-1.5%	-0.7%	0.9%
France	5.0%	0.2%	2.7%	3.8%	2.1%	-2.8%	-1.1%	1.4%
Germany	3.0%	-2.4%	1.7%	4.0%	0.1%	-1.6%	-1.3%	3.6%
India	-4.7%	-8.5%	-3.4%	2.1%	-4.7%	3.6%	0.2%	5.5%
Indonesia	-11.2%	0.0%	-7.7%	-2.4%	-8.8%	-0.6%	3.5%	-0.9%
Italy	4.0%	-3.4%	2.7%	5.0%	-1.3%	-0.6%	0.5%	-0.1%
Japan	-4.0%	-1.6%	-1.7%	1.1%	-1.8%	-0.6%	0.8%	-2.1%
Korea	-7.5%	-3.5%	-10.1%	-0.1%	0.8%	0.2%	4.7%	2.4%
Mexico	3.0%	2.3%	-2.5%	1.6%	-0.2%	2.5%	-1.0%	0.6%
Saudi Arabia	-22.2%	-6.7%	-12.8%	-11.1%	-4.7%	1.5%	-1.2%	..
South Africa	-10.2%	-6.6%	-9.7%	2.9%	-4.6%	1.1%	-0.3%	-4.2%
Türkiye	0.5%	-3.4%	-0.7%	-1.2%	1.6%	0.7%	3.1%	-1.8%
United Kingdom	0.2%	-0.4%	-2.6%	2.0%	1.1%	-1.2%	-1.1%	-1.1%
United States	-2.2%	1.8%	-4.8%	1.0%	-5.7%	4.0%	0.1%	1.4%
Imports								
G20	-5.5%	-0.6%	-3.3%	-0.8%	-2.1%	-1.9%	-0.1%	-0.2%
Argentina	-9.6%	-5.0%	-17.3%	8.3%	4.3%	-7.6%	-11.6%	-9.3%
Australia	-4.9%	-2.2%	-4.9%	2.1%	-3.0%	0.7%	-3.4%	8.6%
Brazil	-11.5%	1.6%	-7.5%	-7.7%	0.5%	-5.1%	0.6%	3.7%
Canada	-2.2%	-1.3%	-4.6%	0.0%	0.6%	-0.8%	-1.0%	0.4%
China	-5.5%	-0.8%	-4.9%	-0.7%	-0.8%	-2.3%	4.0%	-1.6%
EU 27	-5.3%	-0.7%	-2.7%	-0.6%	-1.6%	-3.0%	-1.8%	-0.6%
France	-4.1%	3.5%	-2.3%	-2.1%	-0.2%	-2.0%	-3.9%	-1.4%

Germany	-6.3%	-2.5%	-3.1%	-0.6%	-1.0%	-3.1%	-3.0%	2.2%
India	-6.5%	1.9%	-7.2%	-2.7%	-5.4%	6.1%	2.4%	0.0%
Indonesia	-6.6%	6.8%	-9.5%	-0.8%	-5.7%	4.8%	0.9%	1.4%
Italy	-7.1%	1.0%	-5.3%	0.3%	-3.5%	-3.8%	0.8%	-2.6%
Japan	-12.9%	1.2%	-3.7%	-2.9%	-8.8%	-4.4%	0.0%	-2.0%
Korea	-12.1%	4.6%	-9.1%	-1.5%	-7.4%	-4.8%	2.7%	-1.5%
Mexico	-0.8%	0.5%	-4.2%	1.1%	-0.3%	-0.5%	-1.9%	4.4%
Saudi Arabia	9.0%	5.9%	5.8%	-1.8%	-1.1%	3.7%	2.2%	..
South Africa	-3.6%	-6.8%	-0.2%	0.2%	0.9%	-7.9%	2.6%	-4.1%
Türkiye	-0.8%	4.5%	-3.6%	5.4%	-6.1%	-0.5%	-4.1%	-1.7%
United Kingdom	-7.9%	-6.1%	2.6%	-5.5%	2.4%	-5.6%	0.4%	-4.8%
United States	-4.9%	-3.6%	-2.7%	-0.6%	-2.0%	0.6%	0.5%	2.0%

Note: The G20 aggregate does not include African Union countries, except for South Africa. The Russian Federation is included in the G20

Table 2 – G20 quarterly international merchandise trade

Current prices, billion US dollars, seasonally adjusted

	2023	2022			2023				2024
		Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Exports									
G20	18247.7	4818.2	4753.4	4596.7	4678.3	4549.5	4511.2	4508.6	4593.4
Argentina	66.8	23.5	21.4	21.9	17.5	16.4	16.7	16.2	18.6
Australia	371.6	109.6	103.0	101.6	101.7	91.3	87.7	91.0	89.0
Brazil	339.8	85.6	84.0	83.4	83.6	83.6	83.7	89.0	85.9
Canada	568.4	159.2	153.3	143.8	145.3	139.4	141.1	142.6	141.8
China	3439.5	918.3	927.9	859.2	906.1	868.8	831.9	832.7	888.1
EU 27	7231.7	1797.2	1774.0	1786.3	1843.7	1818.9	1791.0	1777.9	1793.1
France	649.9	152.4	152.6	156.7	162.7	166.0	161.5	159.7	162.0
Germany	1705.1	417.3	407.3	414.2	430.8	431.2	424.3	418.8	433.7
India	432.3	122.0	111.6	107.8	110.0	104.9	108.6	108.8	114.8
Indonesia	259.1	76.6	76.6	70.7	68.9	62.9	62.5	64.7	64.1
Italy	684.1	166.0	160.4	164.8	173.1	170.8	169.7	170.5	170.3
Japan	717.9	186.2	183.2	180.1	182.1	178.9	177.8	179.3	175.4

Korea	634.5	179.7	173.4	155.9	155.7	156.9	157.3	164.6	168.6
Mexico	594.5	145.4	148.8	145.1	147.4	147.1	150.8	149.2	150.1
Saudi Arabia	320.0	114.1	106.4	92.8	82.5	78.7	79.9	78.9	..
South Africa	111.1	33.0	30.8	27.8	28.6	27.3	27.6	27.6	26.4
Türkiye	255.4	65.9	63.6	63.1	62.4	63.4	63.8	65.8	64.6
United Kingdom	459.3	116.1	115.6	112.6	114.9	116.2	114.8	113.5	112.3
United States	2020.6	528.7	538.3	512.4	517.4	487.9	507.4	508.0	515.1
Imports									
G20	18512.9	4979.8	4950.3	4785.5	4747.5	4649.1	4561.4	4554.9	4547.3
Argentina	73.7	22.4	21.3	17.6	19.1	19.9	18.4	16.3	14.8
Australia	276.0	74.7	73.1	69.5	70.9	68.8	69.3	67.0	72.7
Brazil	241.6	71.1	72.2	66.8	61.7	62.0	58.8	59.2	61.4
Canada	559.3	148.8	146.8	140.1	140.1	140.9	139.8	138.4	138.9
China	2581.2	693.7	688.0	654.5	650.1	645.2	630.4	655.5	644.8
EU 27	7074.6	1900.2	1887.4	1836.1	1825.4	1796.1	1742.3	1710.7	1699.6
France	788.6	203.4	210.5	205.7	201.3	201.0	197.0	189.4	186.7
Germany	1472.2	404.5	394.4	382.0	379.5	375.7	364.0	353.1	360.8
India	674.2	184.2	187.6	174.2	169.5	160.3	170.2	174.3	174.2
Indonesia	221.9	58.9	62.9	56.9	56.5	53.3	55.8	56.3	57.1

Table 3 – G20 quarterly international trade in services

Percentage change on the previous period, current US dollars, seasonally adjusted

	2023	2022		2023				2024
		Q3	Q4	Q1	Q2	Q3	Q4	Q1*
Exports								
G20	7.8%	-0.8%	1.7%	4.5%	1.8%	0.2%	1.4%	2.2%
Argentina	14.2%	6.0%	5.1%	2.8%	-3.1%	4.4%	2.4%	..
Australia	44.1%	10.0%	8.2%	14.6%	9.1%	6.4%	0.7%	..
Brazil	12.1%	-3.8%	2.7%	4.1%	2.3%	4.9%	-2.5%	5.1%
Canada	12.0%	2.3%	1.0%	3.5%	4.9%	1.4%	0.9%	0.1%

China	-11.3%	-0.6%	-9.1%	-0.8%	-3.5%	-2.8%	3.8%	9.9%
EU 27	4.2%	-4.2%	2.7%	3.5%	1.3%	0.0%	1.4%	..
France	4.8%	-6.2%	1.1%	6.0%	1.4%	-0.1%	0.2%	1.9%
Germany	2.3%	-2.7%	0.8%	5.1%	-0.9%	-1.1%	1.0%	-0.7%
India	8.8%	2.2%	1.3%	3.6%	-1.4%	0.8%	2.5%	2.4%
Indonesia	43.6%	13.5%	12.3%	10.5%	4.2%	9.0%	-3.1%	4.2%
Italy	16.0%	-0.4%	1.2%	11.5%	2.9%	1.2%	1.6%	7.4%
Japan	22.2%	0.4%	6.3%	9.9%	3.2%	-0.7%	15.0%	-8.3%
Korea	-5.4%	-4.1%	-5.2%	-4.6%	6.8%	-3.8%	7.2%	0.8%
Mexico	7.0%	4.4%	-0.1%	4.4%	-4.2%	1.7%	1.3%	..
Saudi Arabia	34.0%	42.0%	3.7%	9.1%	4.7%	-15.6%	6.2%	..
South Africa	13.0%	0.4%	2.0%	5.7%	-0.7%	3.5%	4.7%	..
Turkey	10.4%	9.3%	-5.1%	4.6%	5.0%	0.4%	-6.3%	9.1%
United Kingdom	14.9%	2.8%	3.1%	7.0%	3.6%	1.8%	-2.1%	3.2%
United States	7.6%	1.7%	2.3%	0.8%	2.8%	1.1%	0.8%	1.6%
Imports								
G20	9.7%	0.5%	-1.2%	8.3%	1.5%	0.9%	-1.9%	3.5%
Argentina	5.9%	9.3%	-7.7%	8.0%	-3.5%	0.3%	-7.3%	..
Australia	12.4%	15.9%	-9.1%	3.4%	5.1%	6.1%	-6.1%	..
Brazil	3.5%	-3.2%	-2.2%	-0.4%	3.5%	2.1%	4.5%	10.7%
Canada	7.3%	2.5%	-2.8%	4.4%	0.5%	3.0%	-0.5%	1.3%
China	17.4%	4.2%	-2.4%	14.5%	1.2%	0.2%	6.1%	6.3%
EU 27	8.3%	0.2%	-9.7%	14.5%	3.4%	3.5%	-10.5%	..
France	10.7%	5.4%	0.9%	7.0%	-1.1%	4.8%	-2.9%	2.0%
Germany	8.7%	-0.5%	1.9%	7.7%	2.1%	-4.6%	2.8%	1.4%
India	0.7%	-0.3%	-2.2%	2.7%	0.1%	-5.2%	-1.2%	6.6%
Indonesia	20.3%	11.0%	5.7%	3.2%	1.8%	2.2%	1.3%	1.4%
Italy	11.9%	-1.7%	2.4%	6.8%	4.8%	-0.2%	-0.1%	2.5%
Japan	7.2%	10.9%	-4.5%	9.2%	-3.6%	2.8%	-1.4%	1.5%
Korea	8.1%	-0.2%	-3.6%	6.1%	1.3%	1.9%	2.4%	1.9%
Mexico	10.6%	4.0%	8.4%	6.8%	-4.8%	-2.6%	-4.4%	..
Saudi Arabia	16.7%	-31.4%	19.2%	7.8%	3.1%	1.5%	-1.8%	..
South Africa	2.3%	4.9%	-5.5%	1.4%	-0.8%	1.9%	3.5%	..
Turkey	22.7%	4.8%	2.3%	11.5%	4.7%	3.8%	-3.3%	11.2%
United Kingdom	21.7%	-3.8%	5.4%	10.6%	6.0%	2.3%	0.2%	1.7%
United States	3.2%	3.1%	0.8%	0.5%	-1.9%	0.7%	1.4%	4.1%

Note: The G20 aggregate includes the Russian Federation and does not include African Union countries, except for South Africa. For Q1 2024, figures for the G20 aggregate and for the following economies are OECD preliminary estimates based on monthly national data: Canada, China, France, Germany, India, Italy, the United Kingdom and the United States. Values that are not available are denoted with "...".

Table 4 – G20 quarterly international trade in services

Current prices, billion US dollars, seasonally adjusted

	2023	2022			2023				2024
		Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1*
Exports									
G20	6074.6	1415.7	1403.9	1427.7	1491.8	1518.6	1521.4	1542.9	1576.7
Argentina	16.6	3.6	3.8	4.0	4.1	4.0	4.2	4.3	..
Australia	75.7	12.5	13.8	14.9	17.1	18.7	19.8	20.0	..
Brazil	45.2	10.6	10.2	10.5	10.9	11.2	11.7	11.4	12.0
Canada	148.7	33.2	34.0	34.3	35.5	37.3	37.8	38.1	38.1
China	332.1	95.6	95.0	86.4	85.7	82.7	80.3	83.4	91.7
EU 27	1449.4	351.3	336.6	345.5	357.6	362.1	362.2	367.4	..
France	360.8	88.9	83.3	84.2	89.3	90.5	90.4	90.6	92.3
Germany	439.9	107.8	104.9	105.6	111.0	110.1	108.9	110.0	109.1
India	337.5	78.8	80.5	81.5	84.5	83.2	83.9	85.9	88.0
Indonesia	33.3	5.5	6.3	7.0	7.8	8.1	8.8	8.6	8.9
Italy	147.6	31.8	31.7	32.1	35.8	36.8	37.2	37.8	40.6
Japan	208.1	41.8	42.0	44.6	49.0	50.6	50.2	57.8	53.0
Korea	124.5	34.2	32.8	31.1	29.7	31.7	30.5	32.7	32.9
Mexico	56.2	13.2	13.7	13.7	14.3	13.7	14.0	14.1	..
Saudi Arabia	47.8	7.7	10.9	11.3	12.4	12.9	10.9	11.6	..
South Africa	14.2	3.2	3.2	3.3	3.5	3.4	3.6	3.7	..
Turkey	102.9	23.2	25.3	24.0	25.1	26.4	26.5	24.8	27.1
United Kingdom	583.9	124.9	128.4	132.4	141.7	146.7	149.4	146.3	151.0
United States	999.1	231.5	235.3	240.8	242.8	249.7	252.3	254.4	258.4
Imports									
G20	5526.5	1271.2	1277.8	1261.8	1367.0	1387.2	1399.3	1372.9	1421.0
Argentina	22.8	5.5	6.0	5.5	5.9	5.7	5.8	5.3	..
Australia	74.8	16.3	18.9	17.1	17.7	18.6	19.8	18.6	..
Brazil	82.7	20.9	20.2	19.8	19.7	20.4	20.8	21.8	24.1
Canada	155.7	36.8	37.7	36.6	38.2	38.4	39.6	39.4	39.9
China	539.8	112.9	117.6	114.8	131.5	133.2	133.5	141.6	150.6
EU 27	1273.7	302.6	303.2	273.9	313.7	324.2	335.7	300.4	..
France	320.1	69.7	73.5	74.2	79.4	78.5	82.3	79.9	81.5
Germany	509.9	116.9	116.3	118.4	127.6	130.2	124.3	127.8	129.6

India	178.5	45.8	45.7	44.7	45.9	46.0	43.6	43.0	45.9
Indonesia	51.6	10.4	11.5	12.2	12.5	12.8	13.0	13.2	13.4
Italy	156.2	35.1	34.5	35.4	37.8	39.6	39.5	39.4	40.4
Japan	228.7	50.3	55.8	53.3	58.2	56.1	57.7	56.8	57.7
Korea	150.1	35.9	35.8	34.5	36.6	37.1	37.8	38.7	39.4
Mexico	74.8	16.5	17.2	18.6	19.8	18.9	18.4	17.6	..
Saudi Arabia	96.0	26.5	18.2	21.7	23.4	24.1	24.5	24.0	..
South Africa	18.6	4.6	4.8	4.5	4.6	4.5	4.6	4.8	..
Türkiye	49.1	9.8	10.3	10.5	11.7	12.3	12.8	12.3	13.7
United States	719.3	173.5	178.9	180.2	181.1	177.7	179.0	181.5	189.0

Note: The G20 aggregate includes the Russian Federation and does not include African Union countries, except for South Africa. For Q1 2024, figures for the G20 aggregate and for the following economies are OECD preliminary estimates based on monthly national data: Canada, China, France, Germany, India, Italy, the United Kingdom and the United States. Values that are not available are denoted with "...".

Limitations

WTO report shows slowdown in G20 trade restrictions as COVID-19 impacts world economy

The WTO's latest Trade Monitoring Report on G20 trade measures shows a slowdown in the number and coverage of trade-restrictive and trade-facilitating measures on goods implemented by G20 countries between mid-May and mid-October 2020, primarily as a result of the sharp decline in overall global trade since the COVID-19 outbreak. The report also documents numerous trade-facilitating and support measures introduced by G20 economies in response to the economic downturn in order to prepare the ground for a strong economic recovery.

Result and analysis

exports grew by 1.6% in Q1 2024 in the United States, due to higher receipts from travel and financial services, while imports rose sharply (up 4.1%), driven by travel, transport, and financial services. In Canada, services exports stagnated while imports rose by 1.3%. Driven by lower receipts from financial and other business services, German exports contracted slightly, while imports rose by 1.4%, mainly reflecting higher travel expenditure. In France, increased revenues from transport and travel raised exports, with strong travel expenditures also boosting imports. The United Kingdom recorded solid export growth due to higher sales of travel and transport services, while imports rose by 1.7% on the back of strong spending in transport and other business services. In Japan, services exports plummeted (down 8.3%), reflecting marked declines in revenues from intellectual property products and other business services, while imports rose by 1.5%. In India, services exports and imports rose by 2.4% and 6.6%, respectively. In China, trade in services surged, with soaring travel expenditure boosting imports (up 6.3%) and higher revenues across all services categories increasing exports (up 9.9%).

Conclusion :

As per the entire study of the subject case and going through the multiple articles, it is concluded that International business is the requirement of the current era of technology and innovation. As every business struggle for the expansion either locally or internationally. Too earn profit and cover large geographical area where a firm can operate its functions, expansion of business globally, is the best option. To achieve this object and enter into the global market is not easy task because there are lot of risks involved in it. Higher the risk results in high profit if everything goes as planned. Sometimes mergers, acquisitions take place on international level in order to expand business (Mohammed, 2019).

Top management have to take initiative for the formulation of the international business strategy by considering its own nature, taking into account resources of the firm like human, capital, financial, and other resources of the firm. Political factors, economical factors, social factors and a lot of other forces are there which can have negative impact on the expansion and proved as the barrier to the business expansion. All these also have to be considered while preparing a strategy. There are multiple theories which can assist us in formulation or selection of entrance strategies in the international markets (Grozdanovska, 2017).

If strategy is implemented as planned and results are the required in achieving the goal in the international market then there will be vast opportunities in the host country which will be game changer for the firm and assist in the challenges in the way of business out of competitive market, political conditions, accounting standards or communication issue in the global market.

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