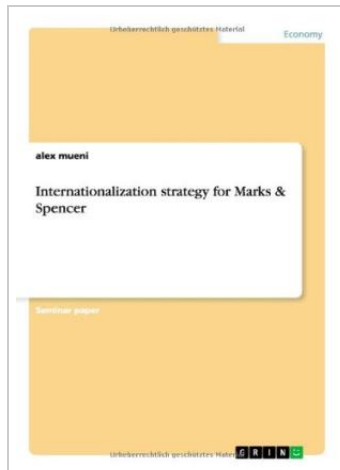



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Internationalization Strategy for Marks Spencer

By Alex Mueni

GRIN Verlag GmbH. Paperback. Condition: New. 12 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Seminar paper from the year 2013 in the subject Business economics - Business Management, Corporate Governance, grade: B, The University of Liverpool, language: English, abstract: Marks and Spencer has had ups and downs in its efforts at overseas expansion. The company is now making another effort to grow its international business. Imagine you are a consultant hired by M and S to review its current internationalization strategy. Referring both to past and current issues with M and S internationalization, and to the current business climate, prepare a report with recommendations to senior management on whether and how it should proceed with internationalization. Introduction Internationalisation may be understood to be a way of expanding business or other activities beyond the domestic markets or boundaries. In other words, the growing interests of business houses in international market share and thereby their presence and involvement in markets outside the country of its origin, may be termed as internationalisation. Over the past couple of decades in particular, the interest in international business has grown manifold amongst business analysts, researchers, trend watchers and of course, consumers themselves. The case in question is...



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