

emer on T6

# karerClerTsTpSarbreTs

## FOREIGN MARKET SELECTION

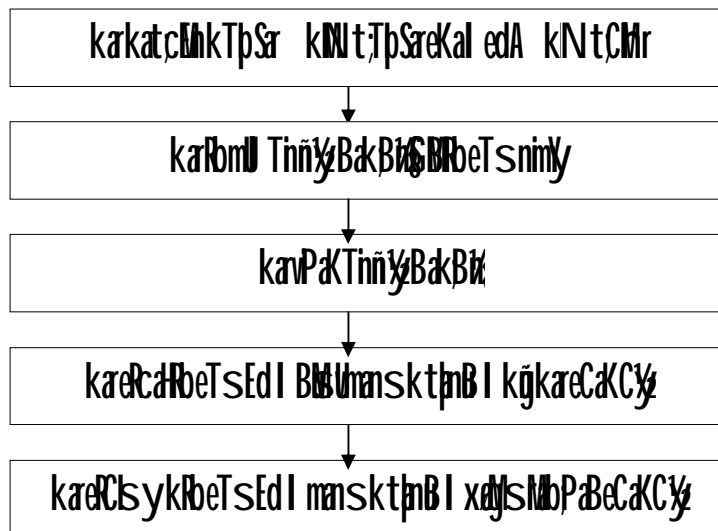
kükarQaneCgcl eTAKgTpSarbreTs GkRKbRKgRtUeFkarsMccitpdayemll eTAel cNNumy  
cMhdtxageRkan<sup>3</sup>

1. FnFanrbsRkmh
2. citKMitGkRKbRKg
3. I kN<sup>3</sup>TÜTAen»kas nigkarKMMKIng

karerTpSarCasakI minEmnmannyfacl eTAKbRbeTsTajGsenAel BPBel akenaeT.

karerTpSarCasakI mannYfa karBRgkRBMInGaCvkml RKbdNpeTAel BPBel ak edaykar  
Esyrk»kas ykmkeRas; nigkarKMMKIngmkedaRsay beCosvag.

Ø dMNIkarerClerTsTpSarGnpCati International Market Selection Process







# Ø I kN³vici³sMbCserlsbetsekal edA Criteria for Selecting Target Countries

kthsmbynic³Edl man\TbI mkel kareCserlsTpSarmandtxagerkam³

E TmMpSr

E mCAdanc,ab;

E mCAdanneya)ay

E mCAdansgAnigvb,Fm'

§ TmMpSrnigkarl l l asTpSar

mKCaDkaTidabBTmMpSr³

® GaldkaTidPhisa®Sp

• TmMpRbeTs

• I kN³Phisa®SpdtCa maneqnismRT

• smPaBbriyakas

® I kN³RbCasa®Sp

• RbCaB l rdærb

• GRtakMhRbCaB l rdæ

• bñhgEckRbCaB l rdæTAtamGayuePT cINU TRkg CnbT Caedh

• dgsbtRbCaB l rdæ

® I kN³esdke®

• pl itpl Catisrb

• cINU CamFümrbS,RbCaB l rdæhlyngGRtakMhcINU

• cINU bKA beINU tamplEdl GaccINay)an

• bñhgEckcINU

• Epnkar]sSahkmFr:ehdæcnasmkkskmunigkarGPiDAn\_

• CBaTUt;bEBaBaNCkm

• TmMatU nigkarl l l asrbsya

• JbkrNeKal neya)ayBaNCkm

• I kN³TtAen kardakkM BaNCkmunigkarel kTicitpl karnatj

• kicRmeRBoBaNCkmCamYRbeTsdeT.

mKCaDkaTidabBTmMpSr³

• brimaNvitüingTtTsSnEdl RbCaCnTij nigeRb)as;

• cñmekAGbnAkgeragku

• cñmGkvitüasa®Spnig  
viskr

- mnheBTünigeRk
- kareRbR)aseRkGjRsvng
- kareRbR)askæhV
- kareRbR)assaj nigmaslt
- tVei xerRbR)as;TbsBp
- cllheTscrN\_
- cllhrfynp
- cllhGkdMNRtamynphal
- karpI itEdkEfb
- dEdI erRbR)as;
- kareRbR)asGKlsnl
- cllhclMarbksidan

mRkGajDkaTzbgöj GllkareRbR)asCakEsghenpl itpl EdI RkmhucgI k;bpI itpl EdI RsedogKä.

### § mCAdæneya)ay

GajDkaTænhanPyneya)aymanduxagelkan<sup>3</sup>

- PaBGaceklmanénniäkarCathiyim
- karBnüæBI EbbkariyaFbet yü
- cllhkb,kmping Xadkmp
- karRotbtbpkneya)ay
- PaKryénsmaCkrbsKN<sup>3</sup>bkSkMmisp
- KardakkliteTæI lñeyakTubreTs
- GnhaKmrbsrdæ)al

### § I kI NIsghnigvb,Fm'

GajDkaTisMan<sup>2</sup>manduxagelkan<sup>3</sup>

- vb,FmRK'Sar
- PaSa
- esaPTAPAB
- karGbrM
- sasna

### § kllhsküjkareCseris

- min)ancabGarmNeTæI RoetSEdI mansktænBI sMopI itpl rbsRkmhü
- cllNayFnFanGseRchküjkarSkSæbetSEdI RtU)anrkeXlj faKpñksgQm.

kicRarBPakSaküfäk;

1. BicarNæTæI Rkmhümlyehlyngpl itpl rbsya. etGkKYRotbtbpkardMNRkarerg ykTpsarGnpCatiyagdttemp?
2. etktGkEdI GkKYBicarNaCaktchlgküjkarRkbRKg?

----h e c b i a d f g ----