

Presentation on Global Business Environment

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The main point of this presentation is that Mark and Spencer company is expand its Business in India . This presentation will give the main information about the challenges, opportunities and different barriers that company will face and different strategies to grow its business in Developing country.

Developing country: INDIA³

- India is the Second most densely populated country across the World.
- India is known for its Diversity.
- India covers 3,287,469 Total area of the World.
- India is a Democratic Country.

(Calkins and Allchin,2018)

The Main Opportunities for company In INDIA

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- Constant Growth in Economy (8.7% in 2021-2022)
- Beneficial for both company and Country

(IBEF,2022)

Opportunities :

- Advanced Technology.
- Huge Population.
- Abundant natural resources .

(Kaul,2022)

Different Challenges Faced By Foreign Business in INDIA

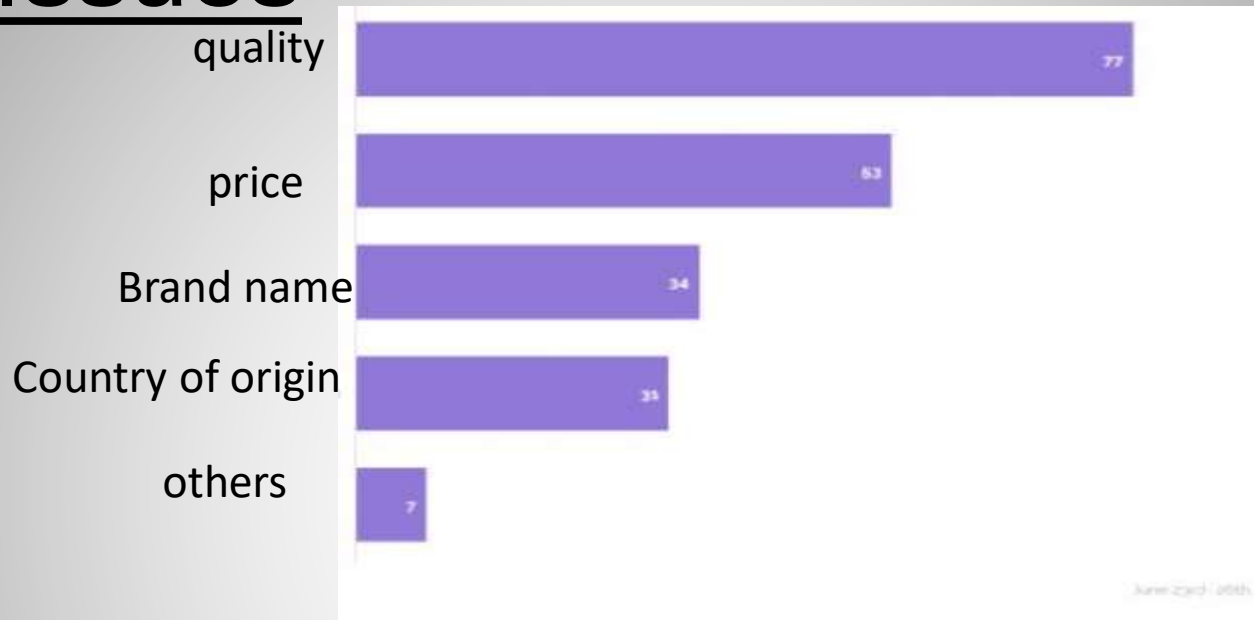
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- Cultural diversity
- Linguistic diversity
- Taxing System
- Corruption and poor infra structure

(Aishwarya Sandeep,2022)

Other key Issues

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Price Centric Customer

(www.theofficepass.com, 2022)

Plans to Exploit the Opportunities and Face the Challenges

- Evaluate and Analyse the Internal and External Factors.
- Create Innovative and High Quality products.
- Follow all the rule and regulation of Country.
- Give jobs to the Talented Staffs.

Conclusion

- India is a huge Market for the International Businesses .Companies face a plenty of problems that is mentioned above in presentation , but companies can use Appropriate Marketing strategies to get success in the Business.

**ANY
QUESTIONS?**

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