

Happy's Assisgnment

by Happy Singh

Submission date: 27-Jul-2023 11:58PM (UTC+0100)

Submission ID: 210772102

File name: 44713_Happy_Singh_Happys_Assisgnment_504395_164595516.docx (1.65M)

Word count: 6096

Character count: 38486

Student Name – Happy Singh

Student Number – 2223424

Module – International Business

Module Code – LCMB7014

Lecturer – Lang Dang

Individual Report of Internationalization Strategy

Table of Contents

Introduction.....	3
Aim and Objectives	3
Overview	4
Types of Internationalization Strategies.....	6
Type of Internationalization Strategy Used by Harley Davidson.....	7
The Main Features of Harley Davidson	9
Key Institutions of Harley Davidson.....	11
Engagement with International Markets	13
PESTEL Analysis	14
International Business Issues.....	17
Conclusion.....	19
References.....	21

Introduction

The renowned American motorcycle organization Harley-Davidson started an aggressive internationalization campaign to increase its market share internationally. The ²⁴home country is the USA and the host country is Australia. The firm is required to meet the rising demand for motorbikes throughout the world by capitalizing on its long history and strong brand image, which is linked with freedom, individualism, and the open road. The business's internationalization plan put a lot of emphasis on a few crucial components. First, to assure effective distribution and customer service, Harley-Davidson set out to build a healthy dealer network throughout several nations. This required carefully vetting potential strategic partners to guarantee they understood the local market dynamics and supported the values of the brand. Second, the organization placed a focus on personalization to accommodate the various customer preferences across cultures and geographies. The business provided customers with a customized riding experience by offering a wide selection of models, accessories, and customizing possibilities since it understood that motorcycling culture and tastes vary among nations. To interact with its foreign clientele, the firm has actively engaged in regional marketing and promotional initiatives. This involved supporting activities, taking part in rallies, and working with neighborhood groups to foster a feeling of community and friendship among riders. By effectively expanding its footprint around the globe, Harley-Davidson was able to gain a solid footing in many nations. A key factor in the business's international success and the development of its image as a global emblem of freedom and adventure was its dedication to quality, innovation, and cultural understanding (Armengou Bendala, 2022).

Aim and Objectives

Aim: To increase its global market share and take advantage of the rising demand for motorbikes in the country, Harley-Davidson entered Australia.

Objectives

- To create a compact dealership network, expand market share, and cultivate customer loyalty among Australians.
- To ensure effective supply chain management and logistics and enable on-time delivery of bikes and related items to meet buyer expectations in the Australian market.

Overview

Harley-Davidson motorcycles are renowned for their unique styling, sturdy build, and potent V-twin engines that produce a distinctive sound. These motorcycles have an enthusiastic fan base and are frequently connected to freedom, disobedience, and adventure. Today, they are a well-known brand with a broad selection of motorbikes to suit different riding preferences and riding styles. To satisfy a larger spectrum of customers, the business offers tough and heavy crafts, touring bikes, and lower displacement versions. An international network of dealerships handles the sale of their motorbikes. They have had both achievements and setbacks over the years. Early on, the business gradually expanded and acquired appeal, particularly among American motorcycle riders. The bike brand offers a variety of branded goods and accessories in accumulation to motorbikes, such as clothing, riding gear, and motorcycle parts. The "Bar and Shield," the company's logo, has gained extensive recognition as a symbol. It was first established by William and Arthur Davidson in 1903 in Wisconsin. Their motorbikes have a classic, rough appeal that has enthralled riders for years in terms of design. The motorcycles are built with a bulky, powerful style that underlines their existence on the road. Each model is allowed to make a strong visual statement thanks to the bodywork's frequent use of flowing lines, chrome highlights, and vibrant color schemes. Their bikes also display a fusion of traditional and modern characteristics, combining retro design cues with contemporary features. The perfectly completed components and top-notch materials utilized in the motorcycles' construction are clear indications of the craftsmanship and attention to detail. Overall, the strength, individualism, and rebellious spirit personified by the Harley-Davidson engine and design have made them an iconic part of American motorbike principles and cultures. Even though they have experienced difficulties lately, including decreased sales in some areas and demographic changes, the corporation nevertheless innovates and changes to shifting market conditions. It stays to be a significant player in the motorcycle market and upholds its status as a recognizable American brand that stands for independence, and uniqueness on the open road.



Figure 1/ Internationalization Strategy; <https://www.smartling.com/>

The firm experienced a substantial turnaround as a consequence of these efforts, cementing its place as a top maker of motorcycles. The success of the organization in the US encouraged the business to look into overseas markets. The revenue of the firm in **2020 was \$4.05 billion**. To meet the rising demand for bikes throughout the world, the firm launched a worldwide growth plan in the 1990s and early 2000s. To interact with worldwide customers, the firm built up a robust dealer network across several nations and made investments in regional marketing and promotional initiatives. Recent organizational challenges have been brought about by shifting customer behavior and unstable demography (Chen, and Li, 2019). They have been making an effort to appeal to younger riders and develop the variety of electrical bikes it sells. As a demonstration of the brand's commitment to innovation and sustainability, Harley-Davidson debuted Livewire, its first electric motorcycle, in 2019. Harley-Davidson is still a recognizable brand with a significant worldwide presence despite these difficulties. Riders of various ages and backgrounds continue to be drawn to the firm's motorbikes because they continue to create feelings of freedom, adventure, and uniqueness. The Harley Owners Group (H.O.G.), a devoted group of Harley-Davidson riders, develops a feeling of community and friendship among enthusiasts. To address the changing demands of riders, Harley-Davidson is concentrating on leveraging the power of its brand, growing its international presence, and embracing new technology. The business is well-positioned for continuing success in the global motorcycle

industry thanks to its dedication to quality, innovation, and its devoted customer base (Christensen, 2021).



Figure 2/ Harley Davidson; <https://wallpapercave.com/>

Types of Internationalization Strategies

Three strategies for managing and staffing overseas organizations are ethnocentric, geocentric, and polycentric.

- **Ethnocentric Approach:** This strategy involves, critical jobs across all businesses being filled by nationals of the subsidiaries.

Advantage:

- The ability to maintain control, guarantee consistency, and draw on the knowledge of the parent organization.

Disadvantage:

- Conflicts between cultures, a poor understanding of regional markets, and a lack of adaptation could result, nevertheless.

Geocentric Approach: This strategy is centered on choosing the top candidates from all around the world, irrespective of their nationality, for critical roles.

Benefits

- It include utilizing international talent, improving knowledge of various markets, and encouraging a diverse work atmosphere.

Limitation:

- However, it might run into problems with work documents and visas, as well as greater moving expenses and possible opposition from foreign managers.

Polycentric Approach: This strategy places a focus on leveraging local people to run subsidiaries, allowing adaption to regional markets and cultures.

Advantage:

- Local capability, cultural awareness, and cost-effectiveness.

Disadvantage:

- However, it can result in a lack of global coordination, restricted career development for emigrants, and possible **limitations** with goals alignment with the parent firm.

Type of Internationalization Strategy Used by Harley Davidson

A worldwide viewpoint and an integrated approach to corporate operations are key components of the geocentric approach, which is a strategy for internationalization. With a geocentric approach, a business concentrates on utilizing its worldwide talent and resources to develop a unified and integrated strategy across many markets. By taking into consideration the particular requirements and preferences of each market, it aims to strike a balance between global standardization and local adaptation. By incorporating global resources, ideas, and best practices, the geocentric approach seeks to promote synergy and efficiency in Australia.

The organization has a **geocentric approach** to internationalization in Australia. A geocentric strategy focuses on tailoring the business to the local conditions in each market to identify the most effective method. This plan tries to find a balance between local market adaptability and flexibility while maintaining centralized control over essential activities and global decision-making. To reach its foreign client base, the business conducts localized marketing and promotional campaigns in Australia. To develop a feeling of community and friendship among

riders in each market, the firm supports events, takes part in rallies, and works with regional organizations. The firm in Australia exhibits its dedication to understanding and adjusting to local market realities while keeping a consistent worldwide brand identity by using a geocentric approach. To profit from both strategies and increase its performance in global marketplaces, the corporation blends global coordination and control with local response.

Recruitment System of the Organization

People are hired by the organization through a systematic search and selection procedure. The organization is looking for people who are passionate about the brand's motorcycles in general. For a variety of jobs, including those in production, design, manufacturing, promotion, sales, and customer support, they hire qualified people. The business values traditional principles of diversity and works to assemble a team that represents a variety of experiences and perspectives. The organization offers competitive salary packages, benefits for employees, and balances for professional growth. To grow innovation and support the brand's iconic reputation in the motorcycle business, the business encourages its employees to share their knowledge and ideas.



Figure 3 Management Team of Harley Davidson; Source - <https://www.roadracingworld.com/>

The Main Features of Harley Davidson

With its characteristic brand identity and significant market share in the motorcycle sector, Harley-Davidson possesses several key characteristics that support Australia's international business climate. Let's assess these attributes critically:

- **Brand Image and Heritage** – Australia's worldwide business climate is significantly shaped by the brand reputation and history of Harley-Davidson. The brand is linked to American uniqueness, independence, and motorcycle culture. Australian customers who value exploration and the open road will identify with this image. Strong brand recognition helps the firm stand out in the marketplace and draws devoted customers who are prepared to pay more for the Harley-Davidson experience.
- **Product Differentiation and Customization** - Motorcycles made by the organization are renowned for their striking looks, strong engines, and distinctive sounds. Because of the firm's dedication to customization, riders may add unique touches to their motorcycles, enhancing their feeling of uniqueness. By appealing to customers looking for a unique riding experience and a representation of their personalities, this facet of product diversification supports Australia's worldwide business climate.
- **Dealer Network and Customer Support** – In Australia, the business has built up a strong dealer network that guarantees effective distribution and offers thorough customer service. This network improves the global business environment by making Harley-Davidson bikes and accessories easily accessible. Additionally, the dealerships act as hubs for civic participation, planning outings and rides as well as offering helpful after-sale services. This builds consumer loyalty and a feeling of community among Harley-Davidson riders (De Verlane, 2020).
- **Localized Marketing and Promotion** – In Australia, the firm actively participates in regionalized marketing and advertising campaigns, adjusting its messaging to the unique preferences and traits of the local market. Australian motorcyclists have the chance to interact with the brand and other fans by participating in and sponsoring motorcycle events, rallies, and charity rides. Through this localized strategy, Harley-Davidson is better able to engage emotionally with Australian customers and fortifies its position in the global market.
- **Riding Culture and Community** – A prosperous riding culture and community have been nurtured by Harley-Davidson around the world, especially in Australia. The business sponsors several Harley Owners Group (H.O.G.) chapters, which provide riders a place to connect, exchange stories, and participate in special events. By encouraging brand loyalty and creating

good word-of-mouth, recruiting new customers, and raising the organization's exposure in Australia, this feeling of community supports the global business climate.

- **Adaptation to Local Regulations** – In Australia's global business climate, the firm's dedication to upholding national regulatory laws and environmental standards is essential. By ensuring that its bikes meet Australian safety and emissions regulations, the firm fosters confidence among regulators and customers. The business proves its commitment to providing dependable and legal bikes to the Australian market by customizing its models to meet regional standards.
- **Embracing Electric Mobility** – The Livewire model from Harley-Davidson, which entered the electric motorbike market in response to the rising demand for environmentally friendly transportation, benefits Australia's global business community. The firm's dedication to electric transportation is consistent with Australia's growing emphasis on renewable energy and environmental protection. The firm can appeal to environmentally aware customers and take advantage of the expanding market for electric automobiles by selling electric bikes (Dudko, and Strok, 2022).
- **Economic Impact and Job Creation** - The existence of the organization in Australia boosts the economy of the nation by developing employment growth and assisting small firms. With the opening of Harley-Davidson stores and servicing facilities, job possibilities are created for everyone from salespeople to mechanics to support employees. Additionally, the firm collaborates with regional logistics businesses and suppliers as part of its supply chain and distribution channels, which further boosts the local economy.
- **Tourism and Destination Appeal** - Australian visitors find Harley-Davidson's brand and motorbikes appealing because they have grown to be associated with exploration and adventure. To experience the nation's attractive roads, many riders from across the world opt to rent or own Harley-Davidson motorbikes, supporting the tourist sector. The organization improves the global business environment and promotes Australia as an attractive travel destination for motorcycle lovers by promoting itself as a must-ride experience there.
- **Training and Technical Expertise** - The dedication of the firm to enhancing the technical knowledge and customer service of its shops and service facilities raises the bar for motorcycle maintenance and support in Australia. The business ensures that customers obtain dependable and knowledgeable maintenance for their bikes by providing specialized training programs for specialists. This dedication to information transfer and skill development helps to professionalize the motorbike sector and improves Australia's general business climate (Hermawan, et.al, 2020).

Key Institutions of Harley Davidson

As a worldwide firm, the organization has taken strategic decisions and set up several important institutions in Australia to support its global organizational plan. Let's assess these actions and institutions critically:

International Subsidiary

A key institutional element of the firm's global organizational plan is the business's choice to launch a subsidiary in Australia. The subsidiary acts as a regional organization in charge of customer service, marketing, sales, and distribution in the Australian market. Through this institutional framework, the organization can maintain a focused presence in Australia, respond to regional market trends, and forge connections with dealers, suppliers, and clients (Shah, et.al, 2022).

Dealer Network

The dealer network for business is a crucial organization that supports its global organizational plan in Australia. Dealers that share its ideals and have a thorough awareness of the local market are carefully chosen by the firm and partnered with. These dealerships offer sales, service, and support, acting as important points of contact for clients (Saadi, 2020). The organization can reach customers effectively, develop brand loyalty, and guarantee a uniform customer experience across the nation thanks to the choice to create and maintain a healthy dealer network.

Supply Chain and Logistics

In Australia, Harley-Davidson's worldwide organizational strategy is supported in part by its supply chain and logistics infrastructure. To fulfill the needs of the Australian market, the firm organizes the procurement, manufacture, and distribution of bikes and accessories. The firm assures prompt product delivery, reduces costs, and raises customer happiness by streamlining its supply chain and logistical processes (Kamath, 2021).

Branding and Marketing

The establishment of branding and marketing is essential to the business of Australia's global organizational strategy. To engage with Australian customers and establish a strong brand presence, the corporation makes investments in regional marketing campaigns. To interact with its target market, the firm sponsors motorcycle events, rallies, and charitable causes. In the

cutthroat Australian motorcycle industry, the firm distinguishes itself, builds brand awareness, and draws people in by choosing to customize marketing messaging to local tastes and values.

Product Development and Customization

Focusing on product development and personalization is a crucial choice made by Harley-Davidson in support of its global organizational strategy in Australia. To meet the unique interests and requirements of Australian riders, the firm provides a wide variety of motorbike models, accessories, and customization possibilities. The organization improves customer happiness, encourages brand loyalty, and gets a competitive edge in the Australian motorcycle market by tailoring its goods to local market demands (Sayyadi, 2020).

Regulatory Compliance

For Harley-Davidson's worldwide organizational plan in Australia, the submission of regulations is a crucial institutional factor. The business makes sure that its motorcycles adhere to local laws and meet Australian safety and emissions requirements. This choice demonstrates the business's dedication to supplying the Australian market with dependable and legal bikes. By abiding by legal standards, the firm preserves its standing, earns the confidence of customers and authorities, and keeps running activities in Australia.

Research and Development

Research and development (R&D) spending by the firm is a critical institutional element that influences its global organizational strategy in Australia. The business invests money in creating new technology, enhancing motorbike performance, and improving the riding experience. By making this tactical choice, Organization can provide cutting-edge innovations, take into account changing customer tastes, and maintain its competitiveness in the Australian market. In line with Australia's growing emphasis on sustainability, R&D initiatives also help the business's expansion into electric transportation (Malek, et.al, 2021).

Community Engagement and Social Responsibility

The organization in Australia's worldwide organizational strategy places a high priority on its commitment to social responsibility and community participation. The business engages with regional organizations and actively takes part in social projects. These choices show the firm's dedication to supporting the Australian community, cultivating wholesome connections, and strengthening the reputation of its brand.

Engagement with International Markets

The well-known American motorbike producer **Harley-Davidson** has been involved with overseas markets using a variety of strategies to increase its footprint and serve a global customer. We shall assess their main engagement strategies here:

- **Exporting:** One of Harley-Davidson's main ways of operation is exporting. The business produces its bikes in the US and extends them to a wide range of nations. By using this strategy, Harley-Davidson may access global markets while keeping control over its manufacturing operations and brand reputation. However, logistical difficulties, prices, and trade restrictions can all affect exporting (Noussan, et.al, 2020).
- **Localized Production:** The business has built localized production facilities in some nations to assist particular regional markets. For example, the business has production facilities in Brazil and India, permitting it to make motorcycles there and save money on transportation and import taxes. Localized manufacturing also enables the business to follow local laws and get around trade limitations or restrictions.
- **Joint Ventures and Strategic Associations:** In some markets, they have formed joint projects and tactical collaborations with local partners. These collaborations give the business knowledge about regional market dynamics, distribution systems, and consumer preferences. Harley-Davidson can successfully negotiate cultural and regulatory details by working with well-established players. The business's partnership with China's Qianjiang Motorcycle Company is one illustration (Matias, 2022).
- **Licensing and Franchising:** To increase the visibility of its brand in other regions, they have used licensing and franchising arrangements. The business authorizes independent producers to create and market accessories and attire bearing the Harley-Davidson brand through licensing agreements. For dealership networks, franchising contracts have been used, enabling local business owners to run appropriate Harley-Davidson dealerships. Utilizing local resources and skills is made easier by these engagement strategies.
- **Direct Investment:** This motorcycle brand has established wholly-owned subsidiaries to make direct investments in many international markets. This mode enables a standardized brand experience while giving the company total control over operations. Harley-Davidson can build its own retail stores, service facilities, and infrastructure for customer support thanks to direct investment. This strategy, meanwhile, requires substantial financial resources and has greater dangers.

- **Online Channels:** They have included online methods to interact with global markets as e-commerce has grown. The business runs a legitimate online store where customers from different nations can buy motorcycles, accessories, and other goods directly. Convenience, a wider people and audience, and the capacity to adapt marketing campaigns to certain geographic areas are all provided by this medium (Minsky, and Geva, 2019).

It is significant to remember that every interaction strategy has advantages and disadvantages of its own. The choice of mode is influenced by variables like market characteristics, the competitive environment, the regulatory environment, and the available resources. Harley-Davidson has used a combination of these strategies to fake a varied global presence and modify it to particular market circumstances. Overall, to increase their global presence, they engage with markets abroad by exporting, localized manufacture, joint projects, licensing/franchising, direct asset, and internet platforms. The business has been able to successfully navigate a variety of markets, make use of local expertise, and maintain its brand reputation on a global scale by using a flexible and multifaceted approach.

PESTEL Analysis

A strategic procedure or method called **PESTEL** analysis is used to evaluate and examine the external macro-environmental elements that may have an impact on a company or a particular market. The term **PESTEL** consists of Political, Economic, Social, Technological, Environmental, and Legal factors. Political considerations are the effects of governmental legislation, rules, and political solidity on commercial activities. These include things like trade restrictions, labor laws, tax rules, and political certainty or uncertainty. Economic factors are concerned with the economic trends and situations that may affect an organization. This comprises variables including the pace of economic expansion, inflation, interest rates, currency exchange rates, and the status of the economy overall. The study of social and cultural components of a marketplace or culture involves examining those factors. This covers elements like demography, customer attitudes, fashion trends, societal values, and cultural conventions. Technological parts take into account the developments and advancements that can have an impact on a company or an industry. Automation, digitization, research, and development, as well as the pace of technological advancement, are included in this. Analyzing environmental issues demands determining how they can affect an organization. This covers elements like climate change, sustainable development methods, environmental laws, and customer behavior to environmental responsibility. Legal considerations include the legislative and regulatory environment that

businesses must accept. This covers things like labor rules, health and safety policies, intellectual property laws, and requirements for product safety (Mourão, 2022).

Here is the PESTEL analysis for Harley Davidson for establishing their business in Australia:

- **Political Factors:** Australia's political landscape is stable, which offers a good platform for Harley-Davidson to establish its operations. The nation has a self-governing method, a strict application of the law, and a solid executive branch. Political stability assures an expected business atmosphere, enabling them to confidently plan and conduct business. Australia has also encouraged international investment and provides a range of corporate advantages. Though, it is essential to take into account particular political issues that can have an impact on Harley-Davidson's operations. To achieve agreement, government laws and rules on emissions, safety requirements, and import/export restrictions should be closely watched. In addition, possible modifications to tax laws and trade agreements may have an impact on the business's success and cost structure (Czinkota, et.al, 2022).
- **Economic Factors:** This nation's economy is strong and resilient, which gives Harley-Davidson chances. The nation's economy has grown gradually throughout the years, and its GDP per capita is high. This suggests a reasonably wealthy customer base that would have the means to purchase Harley-Davidson motorcycles. Furthermore, Australia is highly urbanized, which promotes demand for automobiles used for transportation and entertainment. However, it is important to take a look at economic issues like inflation, interest rates, and exchange rates. Exchange rate fluctuations may affect the price of imported Harley-Davidson motorcycles and parts. Interest rates can have an impact on consumer spending and potential customers' financing possibilities. Working costs and pricing policies can be impacted by inflation rates (Nair, 2020).
- **Social Factors:** This country is a thriving, varied society where interest in leisure pursuits and individual mobility is rising. A significant section of the population enjoys riding motorcycles, and the Australian public is attracted to this brand image and lifecycle appeal. There are several motorbike clubs, gatherings, and organized rides in the nation. However, it is vital to know particular socioeconomic aspects that could affect their success (Paul, and Rosado-Serrano, 2019). Consideration should be given to demographic factors including old populations and shifting customer tastes. The perception of heavyweight motorcycles and emission requirements may also be influenced by the customer's approach toward ecological and sustainability responsibility.

- **Technological Factors:** Australia is a technologically advanced market that can help this business operations and marketing initiatives. Due to the high internet saturation rate in the nation, it is simpler to connect with and participate with prospective customers online. The development of Harley-Davidson products and the customer experience can both benefit from technological developments in manufacturing techniques, design, and networking. However, they can profit from technical developments in connectivity, design, and production techniques. Productivity, quality, and cost-effectiveness can all be raised by streamlining manufacturing procedures and implementing brand-new technology. Motorcycle designs that incorporate cutting-edge rider assistance technologies or connectivity possibilities can improve the total riding capability and pull in tech-savvy customers (Vrontis, and Christofi, 2021).
- **Environmental Factors:** Australia places a high priority on sustainability and environmental protection. The nation is dedicated to helping renewable energy sources and decreasing carbon emissions. As a producer of motorcycles, the firm must be aware of and stand by Australian laws governing emissions limits, fuel economy, and pollution prevention. This can require making sure that their motorcycles follow the necessary emissions standards and fuel efficiency goals. The nation also sees a rise in customer concern about environmental responsibility and sustainability. Buyer perceptions of environmental effects can affect how heavy motorcycles, like those made by Harley-Davidson, are perceived. By underlining any initiatives, it makes to reduce its carbon footprint, such as the launch of electric motorcycles or improvements in fuel efficiency, Harley-Davidson may address this issue (Naumov, 2022).
- **Legal Factors:** In this country, Harley-Davidson must carefully manage the legal and regulatory environment. This includes enduring Australian laws concerning customer protection, labor legislation, intellectual property rights, and product safety. To guarantee the safety of riders, the business must make sure that all safety requirements and laws established by the Australian government are met. To keep a compliant and moral work environment, labor laws such as those governing employment contracts and workplace health and safety must be observed. To prevent violation of this brand's, designs, and developments, intellectual property rights must be protected. Maintaining client confidence and satisfaction requires compliance with customer protection rules, such as those governing warranties and product recalls. By approving technology and keeping up with local technological trends and breakthroughs, this bike brand may successfully position itself as a cutting-edge brand that meets customers' changing expectations (Sudjati, 2019).

Moreover, The PESTEL examination of Australia identifies many advantages for Harley-Davidson to establish its operations there. Australia has a stable government, a thriving economy, a motorbike-friendly culture, and innovative technology. The need to comply with environmental and regulatory requirements, as well as political and economic issues that may have an impact on operations, should all be taken into account. Social characteristics, such as customer taste and preferences and demographic changes, should also be taken into account. They can build sensible decisions and successful plans to successfully launch and expand their trade in Australia by carefully assessing these aspects (Zhang, 2019).

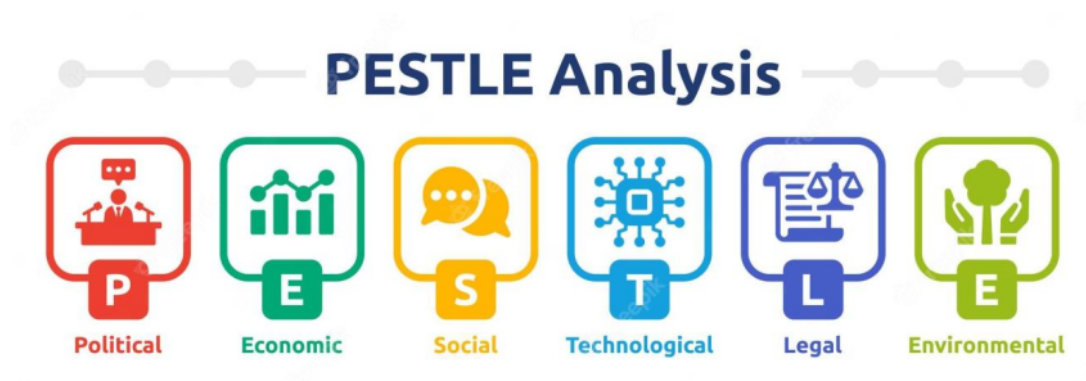


Figure 4/ PESTEL analysis; <https://www.freepik.com/>

International Business Issues

To obtain an understanding of the complications of the global business environment, informed research on challenges in international business requires performing thorough and strong investigations using reputable sources and data. This research process calls for the analysis of different elements, including market dynamics, cultural concerns, political, economic, social, technical, legal, and environmental (PESTLE) concerns, and competitive landscapes. The objective is to assemble relevant data and utilize theoretical insights to grasp and analyze the opportunities and challenges given by the complicated global business environment (Nufer, 2021).

It is possible to gain a greater knowledge of the fundamental ideas and frameworks that define the global marketplace by relating theoretical perceptions to the research on international business difficulties. To examine the complexity of international company operations, strategy, and decision-making, theoretical frameworks offer an organized methodology. These frameworks

may integrate or unite theories like those related to international trade, foreign direct investment, market entry strategies, and cross-cultural management (Pjatakova, et.al, 2019).

Knowledgeable investigation and theoretical understandings are essential in the setting of a complicated international corporate environment for several reasons:

- **Understanding Market Entry and Expansion:** When attempting to grow into international markets, informed research can assist discover obstacles to market access, regulatory needs, and cultural factors. Frameworks for analyzing various market entry strategies, such as exporting, licensing, joint operations, or straight investing, are provided by theoretical understandings. Based on the unique market circumstances and their skills, these perceptions allow businesses to decide on the best entry strategy (Raj, 2023).
- **Assessing Political and Economic Risks:** Both the political and economic risks are quite important in a difficult global corporate environment. The identification and study of governmental and financial variables, such as governmental initiatives, trade restrictions, variations in the value of the dollar, and economic stability, are made possible by thorough research. Academic insights can offer a systematic method for assessing and controlling these risks, such as frameworks for political risk analysis or economic estimating models.
- **Kind Cultural and Social Dynamics:** International company operations are significantly impacted by cultural and social issues. Knowledgeable research enables a greater ability of societal trends, customer behavior, and cultural resolutions in various marketplaces. Theories that provide a framework for understanding and negotiating the cultural complexity of cross-cultural business relationships include Hofstede's cultural extents or theories of cross-cultural communication (Pfeiffer, 2021).
- **Strategic Decision-making:** To make strategic judgments in the global marketplace, well-informed study, and understanding are critical. The competitive dynamics, market trends, and buyer preferences are all thoroughly understood through research. The use of theoretical frameworks, like Porter's Five Forces or SWOT analysis, can help in competitive analysis, opportunity identification, and the improvement of winning business strategies.
- **Adapting to Technical Advancements:** Since, the technology improvements, the climate for doing business internationally is always changing. Knowledgeable research enables one to stay current on technical developments and their effects on global business operations. Theoretical insights help with understanding and modifying technological developments, taking advantage of new opportunities, and managing possible disturbances. Examples of

these theoretical understandings include innovation diffusion theories and disruptive innovation frameworks (Rao, 2021).

Furthermore, analyzing the details of the global business environment requires a thorough examination of global business concerns as well as the application of theoretical concepts. Businesses can use it to form smart plans, make well-informed decisions, and adjust to the opportunities and difficulties given by the global market. Enterprises can enhance their understanding of the dynamics of international business and increase their chances of progress in a challenging and constantly shifting global environment by performing thorough research and utilizing theoretical frameworks.



Figure 5/ International business; <https://www.geeksforgeeks.org/>

Conclusion

Significant prospects exist for Harley Davidson to grow and expand its business internationally or globally in Australia. The PESTEL research identifies several favorable characteristics that encourage Harley Davidson to expand its activities in the Australian market. The business climate in this nation is favorable due to its constant political climate, strong economy, motorcycle-friendly culture, innovative technical environment, and attention to environmental sustainability. By creating a presence there, the bike brand will be able to reach an increasingly mobile and easy buyer base that is rather rich. The nation's high rate of urbanization and vibrant motorbike culture fit in nicely with this brand and lifestyle appeal. Furthermore, the

company has the opportunity to interact with customers through digital channels, expanding its marketing exertions and purchaser reach, due to Australia's sophisticated technology market and high internet usage. The business must carefully evaluate and overcome a few obstacles, nevertheless, to successfully internationalize in Australia. These include abiding by the nation's laws governing customer protection, intellectual property rights, labor laws, and standards for safety and pollution. To satisfy the country's customers' prospects and preserve a favorable brand reputation, it is essential to adapt to and align with environmental sustainability criteria.

Overall, as customer tastes and likings and behaviors may change over time, Harley Davidson must also be informed of social and demographic changes in Australia. The corporation can modify its goods and marketing techniques in response to shifting buyer perceptions about tough and heavy motorcycles and sustainability by observing these changes. Despite these obstacles, the PESTEL research's overall conclusion indicates that Australia presents a promising market for this business's global expansion. They can display and forge a significant position in the Australian market, adding to the success of the firm globally, by capitalizing on its recognizable brand, rich heritage, and distinctive motorbike offers while also regulating regional laws and customer preferences.

2

References

Armengou Bendala, R., 2022. *Strategy formulation for the international expansion: an empirical analysis in Spain and Latam* (Master's thesis, Universitat Politècnica de Catalunya).

2

Bhattacharya, S. and Khan, E., 2021. Cause and Consequence of Ford Automobile Exit from India in 2021. *International Journal of Research in Engineering, Science, and Management*, 4(11), pp.25-27.

1

Cavusgil, S.T., van der Vegt, S., Dakhli, M., De Farias, S., Doria, E., Eroglu, S. and Wang, E.Y., 2021. International business in an accelerated VUCA world: Trends, disruptions, and coping strategies. *International Business in an Accelerated VUCA World: Trends, Disruptions, and Coping Strategies* (November 1, 2021). *Rutgers Business Review*, 6(3), pp.219-243.

14

Chen, W. and Li, Y., 2019. The internationalization process of Chinese research institutions since the reform and opening-up: Theory and practice. *Journal of Industry-University Collaboration*, 1(1), pp.2-16.

Christensen, M.T., 2021. Brand Communities on LinkedIn.

17

de Verlaine, E., 2020. Civic Management Model: A Citizenship Management practice. *International Journal of Business and Social Science*, 11(12).

12

Czinkota, M.R., Ronkainen, I.A. and Cui, A., 2022. *International marketing*. Cengage Learning.

3

Dudko, E.N. and Strok, I.M., 2022. Management in International Business: electronic educational-methodical complex for specialty 1-25 01 03 World Economy.

6

Hermawan, D., Gunawan, T. and Li, Z., 2020. Customer Experience Of Multi-Service Platform: The Mediating Role Between Brand Extension Strategy And Brand Image. *Dinasti International Journal of Management Science*, 2(1), pp.149-161.

4

Kamath, A., 2021. *Marketing Strategies of Foreign companies in a new market from a consumer reach perspective—the case of Harley Davidson in India* (Doctoral dissertation, Dublin, National College of Ireland).

3

Malek, N.S.A., Ibrahim, N.A., Hassan, H. and Adnan, W.N.A.W., 2021. A Systematic Literature Review on Key Elements of Branding Through Facebook. *LSP International Journal*, 8(2), pp.67-78.

Matias, I.A., ² 2022. *Equity research/Harley Davidson: will the youths save the motor company* (Doctoral dissertation)?

¹⁶ Minsky, L. and Geva, I., 2019. *Global brand management: a guide to developing, building & managing an international brand*. Kogan Page Publishers.

⁵ Mourão, C.A.E., 2022. *Equity research/Harley Davidson: a future of transformation* (Doctoral dissertation).

Nair, V.M., 2020. HAS HARLEY'S SCREAMING EAGLE BECOME JUST A WHIMPER IN INDIA? HARLEY DAVIDSON'S ENTRY INTO INDIA. *Ilkogretim Online*, 19(4), pp.4385-4392.

⁴ Naumov, A., 2022. Creating a customer-driven marketing strategy: case company: Streamauto Oy.

⁹ Noussan, M., Raimondi, P.P., Scita, R. and Hafner, M., 2020. The role of green and blue hydrogen in the energy transition—A technological and geopolitical perspective. *Sustainability*, 13(1), p.298.

⁸ Nufer, G., 2021. Does a halo effect exist in German soccer? Results of an empirical study, implications, and current reference. *International journal of innovative business strategies (IJIBS)*, 6(2), pp.439-444.

¹⁹ Paul, J. and Rosado-Serrano, A., 2019. Gradual internationalization vs born-global/international new venture models: A review and research agenda. *International Marketing Review*, 36(6), pp.830-858.

²¹ Pfeiffer, C., 2021. *Business Models and Internationalization Decisions: The Case of Galp* (Doctoral dissertation, Universidade Catolica Portuguesa (Portugal)).

¹¹ Uatakova, D., Wassberg, E., Nortén, E. and Beckman, E., 2019. Harley-Davidson: Cruising from the Past to the Future. *LBMG Corporate Brand Management and Reputation-Masters Case Series*.

¹² Raj, A., 2023. The exit of Ford and Chevrolet from India. *TJER-INTERNATIONAL RESEARCH JOURNAL*, 10(3), pp.426-430.

²² Rao, S., 2021. *International Business Environment*. Himalaya Publishing House.

Saadi, R., 2020. Innovation in the mix marketing-International Experiences.

¹ Sayyadi, M., 2020. The Skills Most in Demand for Transformational Leadership Consultants. *Management Consulting Journal*, 3(1), pp.29-33.

¹⁰ Shah, Q.A., Anwer, N., Qazi, A. and Shah, J.A., 2022. From Human Acculturation to Brand Acculturation: A Phenomenological Perspective of University Students of Pakistan. *Pakistan Business Review*.

Sudjati, D.K., 2019, November. ¹⁸ Brand positioning for tribute watch. In *The International Conference of Business and Banking Innovations* (Vol. 1, No. 1, pp. 123-130).

¹³ Vrontis, D. and Christofi, M., 2021. R&D internationalization and innovation: A systematic review, integrative framework, and future research directions. *Journal of Business Research*, 128, pp.812-823.

Zhang, J.Z., 2019. Group marketing strategies—design, implementation, and measurement. *Rutgers Business Review*, 4(1).

Happy's Assisgnment

ORIGINALITY REPORT

12%

SIMILARITY INDEX

8%

INTERNET SOURCES

2%

PUBLICATIONS

11%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to University of Bedfordshire

Student Paper

1%

2

Submitted to University of Wales, Lampeter

Student Paper

1%

3

Submitted to Roehampton University

Student Paper

1%

4

Submitted to Chapman University

Student Paper

1%

5

Submitted to Kingston University

Student Paper

1%

6

dinastipub.org

Internet Source

1%

7

Submitted to Global Banking Training

Student Paper

1%

8

Submitted to University of Durham

Student Paper

1%

9

asmedigitalcollection.asme.org

Internet Source

1%

10	Submitted to The University of Wolverhampton	<1 %
Student Paper		

11	Submitted to Oxford Brookes University	<1 %
Student Paper		

12	Submitted to University of Ulster	<1 %
Student Paper		

13	www.inderscience.com	<1 %
Internet Source		

14	Submitted to National College of Ireland	<1 %
Student Paper		

15	Submitted to Leeds Trinity and All Saints	<1 %
Student Paper		

16	Submitted to University of Queensland	<1 %
Student Paper		

17	www.ijhssnet.com	<1 %
Internet Source		

18	Submitted to Queensland University of Technology	<1 %
Student Paper		

19	Submitted to University of Bradford	<1 %
Student Paper		

20	Submitted to Metropolitan State University	<1 %
Student Paper		

21	Submitted to University of Northumbria at Newcastle Student Paper	<1 %
22	Submitted to University of Hertfordshire Student Paper	<1 %
23	www2.slideshare.net Internet Source	<1 %
24	Salman Bahoo, Ilan Alon, Andrea Paltrinieri. "Corruption in international business: A review and research agenda", International Business Review, 2019 Publication	<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off