

16.5: Assignment- When to Go Global

Scenario

In the lead to her article for Entrepreneur, author Alina Dikiz states: “Deciding when to go global is a tough call for entrepreneurs. They may be tempted by opportunities in hot markets like China, India or Brazil, but could risk venturing abroad before they’re fully prepared.” In this assignment, you will review the module readings and conduct supplemental research to develop a list of questions to consider prior to committing to an international expansion.

Your Task

1. Review the Globalization and Business module and conduct additional research on what small businesses should consider prior to an international expansion. Find (and, of course, cite), at least two credible sources in addition to the text.
2. Develop your own variation on 10 questions to ask before expanding overseas, including a brief (3–4 sentence) explanation of each question.

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