



Market Entry of Swedish Fashion Retailer in Estonia taking into consideration European Competition Law

By Heike Kiefer

Diplom.De Jul 2005, 2005. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2004 in the subject Business economics - Trade and Distribution, grade: 1,0, University of Applied Sciences Saarbrücken (Betriebswirtschaft), language: English, abstract: Inhaltsangabe: Abstract: One of the most considerable trends in today s business environment seems to be the increase in the internationalisation of firms and markets. International expansion represents a chance for companies to achieve further growth and may also become a necessity when international competition gets intense even in the domestic market. Thus, not only large-scale companies integrate the internationalisation of business activities into their strategic and operational business planning, but also small and medium-sized enterprises (SMEs) realise that internationalisation is an inescapable step within the dynamic market environment. In particular the European Union (EU) represents such a dynamic market environment. With several accession negotiations (Northern enlargement 1972, Southern enlargement 1981/1986, Eastern enlargement 1995) it increased from six to 15 member states. Another ten states, namely, Hungary, Poland, the Czech Republic, Slovakia, Slovenia, Latvia, Lithuania, Malta, Cyprus and Estonia joined the EU in May 2004. Bulgaria and Romania hope to become part...

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