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The rise of
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globalisation posits a number of important challenges to a business seeking international presence. Numerous strategic aspects must be taken into account prior to commitment at an international level, and afterwards. Constant flexibility is required to adapt to changing patterns at local, regional and international levels.

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competitive -
distributive - economic

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have a basic knowledge of international business to be able to meet the challenge of global competition. Foreign business denotes the operations of a company outside its home or domestic market, many refer to this as business conducting withing foreign country.

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