

Marketing Strategies for Indian Software Development Companies in Entering Western European Markets



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(Lorenz Vandervort)

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GRIN Verlag Aug 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. Neuware - Project Report from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, University of Bedfordshire, language: English, abstract: This theory into practice report is written on the topic of 'Identifying certain characteristics of marketing strategy for Indian software development companies in entering Western European market'. Main aim of this report is to identify certain characteristics that would permit Indian software companies to develop successful marketing strategies. It has been analysed that India has managed to hold India dominant position around the world in the software development field. It has been observed that the growth intensity of Indian software development industry is much higher than countries. It seemed to be difficult task for the companies to formulate strategies for entering foreign market for the very first time. And for this purpose these companies would have make several decision during this process. Usually, the process of foreign market entry follows different phases. When a company decides to make entry into foreign market, at a first stage it would have to decide which market should it have to enter. When the particular market is selected then the company would analyse that what sort of entry mode will be pursued. And at the last stage, the company would have to follow the operationalising of the market process. It has been learned that currently most of Indian software companies have been focused on providing general software development services rather than products. It has also been ascertained that when Western European companies would decide to outsource their projects/services to Indian software companies then they would intend on the utilisation of an...



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