

Strategies for retail globalisation

Authors: Jacques Horovitz and Nirmalya Kumar

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Managerial Article Abstract:

There are four main strategies for going global in the retail sector - joint ventures, organic growth, franchises and acquisitions. Retailers need to assess the degree of cultural distance that a market has and the severity of any entry barriers before deciding what strategy to pursue. Once globalisation is under way, retailers are faced with problems of format adaptation and relations with local suppliers and partners.

Complete Reference: N. Kumar and J. Horovitz (1998), "Strategies for retail globalisation," Financial Times, Part seven, (March)

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