



Summary

The exact definition of 'Internationalisation' is 'to make something become international'. In business, Internationalisation is the designing of a product or a service in such a way that it will meet the needs of users in many countries or can be easily adapted to do so.

But why internationalise? In summary, these are a few reasons why businesses consider going global:

- Relatively low costs of internationalisation and ease of communication thanks to the Internet
- Market opportunities (Bigger market = more customers = more production/output = lower per unit costs = better profit margins)
- Competition in national market is high
- More competitive production and employee costs in other countries
- People are becoming more culturally aware
- No need for permanent employees (Freelance economy)
- Prestige
- Risk diversification

