



Case study – International Opportunities for Pete’s Flower shop

Last year, Peter Polder took over his mother Monica’s flower shop. Monica founded the shop in 1999, when Peter was only 1 year old. As a proud mother she directly knew to name the shop ‘Pete’s flowers’, after her new-born son. The flower shop is located in a charming historical building in a small street in Amsterdam (NL). Despite its somewhat old fashioned appearance, the shop generates a steady but modest income. The shop mainly relies on the people living in the local community for sales.

Being the brand-new owner of the shop, Peter want to modernize the shop and increase sales. How could Internationalisation help him in his mission? Think about the reasons why businesses internationalise mentioned in this module. How could Peter turn these reasons into his benefit?



Reason for Internationalisation	Applied to Pete's Flower shop
Opportunities Internet offers	
Market opportunities (Bigger market = more customers = more production/output = lower per unit costs = better profit margins)	
Competition on national market is high	
Lower production and employee costs in other countries	
People are more culturally aware	
No need for permanent employees (Freelance economy)	
Prestige	
Risk diversification	

