

**INTERNATIONAL MARKET ENTRY STRATEGIES FOR
SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)**

Project Report Submitted to the University of Mysore in partial Fulfillment of the
requirements of IV semester, MBA Degree Examination – 2023

By

MOHAMMAD AKHTAR AHMADI

IV Semester, MBA

Reg No: P01ZZ21M0193

Guide:

Dr. S. J. MANJUNATH, MBA, Ph.D.

Professor

**B.N. BAHADUR INSTITUTE OF MANAGEMENT AND SCEINCES
UNIVERSITY OF MYSORE, MANASAGANGOTHRI
MYSORE – 570 006**

**B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES,
UNIVERSITY OF MYSORE, MANASAGANGOTHRI,
MYSORE – 570 006**

GUIDANCE CERTIFICATE

This is to certify that the project report “International Market Entry Strategies for Small and Medium-sized Enterprises (SMEs)” is a bone fide project work based on the original study conducted by MOHAMMAD AKHTAR AHMADI (Reg. No. P01ZZ21M0193) Under my guidance and supervision during the year 2023, Project Report submitted to the University of Mysore in partial fulfilment of the requirements of IV Semester MBA Degree examinations 2023

Prof. S. J. MANJUNATH, MBA, Ph.D.

(Project Guide)

Date: 22/08/2023

Place: Mysore

**B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES,
UNIVERSITY OF MYSORE, MANASAGANGOTTHRI,
MYSORE – 570 006**

This is to certify that **MOHAMMAD AKHTAR AHMADI**, student of IV semester MBA course in this institute has prepared the project report titled " **International Market Entry Strategies for Small and Medium-sized Enterprises (SMEs)** ", in partial fulfillment of the requirement of IV semester MBA degree examination – 2023.


PROF. S. J. MANJUNATH, MBA Ph.D.

(CHAIRMAN)
DOS in Business Administration (BIMS)
UNIVERSITY OF MYSORE
Manasagangotri, MYSORE-570006

Date : 22/08/2023

Place : Mysore