



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

Graduate School of Management Studies

A Report on the Expert Session of “Foreign Market Entry Strategies in Global Business”

1. Title: An Expert Session on Foreign Market Entry Strategies in GBS

2. Type of Event: Expert Session

3. Date, Time and Venue of the Event

Date: 21 December, 2024

Time: 10.15 AM to 12:15 PM

Venue: Acharya Chanakya Hall

4. Description of Event

On 21st December 2024, Saturday, an insightful expert session on the topic “Foreign Market Entry Strategies” was organized by the Graduate School of Management Studies, GTU for the MBA IB Semester 1 students. This session was a part of their Global Management Studies Subject and was coordinated by Ms. Medha Vyas, Assistant Professor at GSMS, GTU. Dr. Rachna Gandhi has started her speech by introducing herself. She has experience of more than 20 years in the teaching field. With a focus on practical knowledge, she guided participants through the basic fundamentals of global markets. The session was an engaging exploration of the diverse strategies and approaches businesses can employ to enter foreign markets. Dr. Gandhi’s vibrant teaching style and interactive approach ensured that the session was both educational and thoroughly enjoyable for all participants. Key Highlights of the Session included points like Overview of Foreign Market Entry Strategies where Dr. Gandhi began by emphasizing the importance of carefully selecting an entry strategy to ensure success in global markets. She highlighted that the choice depends on factors such as market potential, competition, legal frameworks, and the company’s objectives. Then she talked about types of Entry Strategies where she delved into several market entry strategies, including Exporting: A cost-effective and straightforward



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approach for businesses to test new markets without significant investment, Licensing: A method of granting rights to a foreign company to use intellectual property or manufacturing processes, Franchising: Particularly popular in industries like food and retail, this strategy allows rapid expansion with limited risk, Joint Ventures: A collaborative approach where two or more parties share ownership and risks to penetrate a foreign market, Mergers and Acquisitions: A direct method for businesses to gain market share and establish a foothold, Alliances: Strategic partnerships that leverage the strengths of each party to achieve mutual goals. Dr. Gandhi enriched the session by sharing real-world examples of companies successfully entering foreign markets through these strategies. Her ability to contextualize theoretical concepts with practical scenarios helped students grasp the intricacies of international business. Dr. Gandhi's teaching style stood out as a key highlight of the session. Her use of humor, storytelling, and interactive discussions kept the students captivated throughout. She encouraged active participation, asking thought-provoking questions. The session was marked by a lively exchange of ideas, with students enthusiastically asking questions and sharing their perspectives. Dr. Gandhi's approachable demeanor created an environment conducive to learning, making complex topics easier to understand. The session concluded with a vote of thanks, acknowledging Dr Gandhi's expertise and her valuable contribution to enhancing the participants' knowledge on these critical topics. At last, Ms. Vyas expressed gratitude on behalf of the participants. The objective of the session was to address the complexities and strategies involved in entering foreign markets.

5. Name of Expert: Dr. Rachna Gandhi

6. List and number of Participants (Attendance sheet with Signature)



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7. Photograph of the Event:





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8. Flyer of the Event

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Expert Session
on

Foreign Market Entry Strategies

with Eminent Speaker

Dr. Rachna Gandhi
Assistant Professor, K.S.School
of Business Management,
Gujarat University



 21-12-2024

 GTU-SMS

 10:15 AM

Invitee
Dr. Pankajray Patel
Director - GSMS

Coordinator
Ms. Medha Vyas
Assistant Professor - GSMS

Locate us @ : GTU SMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway,
Chandkheda, Ahmedabad Gujarat

 @GTUSMS



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9. Feedback of the Event

Foreign Market Entry Strategies session organized by the Graduate School of Management Studies, GTU, on December 21, 2024. The session conducted by Dr Rachna Gandhi was exceptionally beneficial and insightful. The session's structure and content were well-planned, the session was a valuable learning experience that provided participants with a solid understanding of Global Markets. Dr. Gandhi's expertise and engaging teaching methods, combined with the effective organization by GSMS, GTU, made this a highly impactful and enriching event. Students very grateful to Ms. Medha Vyas Ma'am for organizing such informative and impactful event.



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10. Social Media Post

1) Instagram:



gtusms A memorable guest lecture was conducted today by Dr. Rachna Gandhi on Foreign Market Entry Strategies with inspiring insights and shared learning for MBA-IB Sem 1 Students.

#globalstrategy #guestlecture



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2) Twitter (X) :

