

A Study on "The Impact of Digital Platforms on Global Market Entry Strategies: Opportunities and Challenges for Small and Medium-sized Enterprises (SMEs)"

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Abstract: *A growing number of small and medium-sized businesses (SMEs) are using digital platforms as their main tool for entering international markets. With an emphasis on the potential and difficulties posed by digital platforms, this research study explores the ever-changing environment of global market entry tactics for small and medium-sized enterprises. This study looks at the ways SMEs are using social media, e-commerce websites, and online marketplaces to reach a worldwide audience as they try to overcome the conventional barriers to international expansion.*

The research paper's conclusions show that digital platforms present SMEs with distinct chances to penetrate international markets at lower entry costs, wider market access, and the capacity to establish connections with clients across various geographies.

The research paper concludes with a discussion of new developments in the industry and suggestions for SMEs looking to successfully negotiate the changing terrain of digital market entry into international markets. For SMEs and governments looking to support global expansion and advance a better knowledge of the potential and difficulties in this quickly evolving environment, these insights have real-world applications.

Keywords: Digital Transformation, E-commerce, International Markets, Internet Marketing, Internet Impact

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