

# Management , Business Strategies and Organisation of National and International Business

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**Abstract:** *This research aims to provide guidance to companies seeking to initiate a process of internationalization , discusses possible strategies and methodologies that can be followed to succeed in this process. It is based on a case study focused on Inditex group, although it is a descriptive research , tries to give a clear focus to consider , on proven theories supported in addition to the strategic and operational structure of our case study. Our main results conclude in determining a variant strategy for each company, but can come from the sane schema international diversification, which is crucial part of business development and its main strength should be good management skills. This paper is part of a review of the literature of international business and international management which attempts to highlight the strengths and weaknesses of the two traditions and build conceptual bridges between them. The complementary strengths of the two traditions should enable international business theory to develop greater relevance without losing its rigorous grounding. Today, business is acknowledged to be international and there is a general expectation that this will continue for the foreseeable future. International business may be defined simply as business transactions that take place across national borders. This broad definition includes the very small firm that exports a small quantity to only one country, as well as the very large global firm with integrated operations and strategic alliances around the world . Within this broad array, distinctions are often made among different types of international firms, and these distinctions are helpful in understanding a firm's strategy , organization , and functional decisions. (for example , its financial, administrative, marketing, human resource, or operations decisions). One distinction that can be helpful is the distinction between multi -domestic operations, with independent subsidiaries which act essentially as domestic firms, and global operations, with integrated subsidiaries which are closely related and interconnected. These may be thought of as the two ends of a continuum , with many possibilities in between . Firms are unlikely to be at one end of the continuum, though, as they often combine aspects of multi-domestic operations with aspects of global operations. European corporations, enmeshed in a symbiotic relationship with national banks and the state, have traditionally disdained the aggressive, profit-maximizing behaviour of their U.S. counterparts. But the pressures of globalization and economic integration are now compelling European corporations to manage with an American accent. The continent's engagement with the global economy will be mediated in large measure by the capacity of European companies to adapt their strategies and structures to the modern world.*

**Keywords:** International Business

## I. INTRODUCTION

Strategic management is the ongoing planning, monitoring, analysis and assessment of all necessities an organization needs to meet its goals and objectives. changes in business environment will require organizations to constantly assess their strategies for success. A strategic management process helps an organization and its leadership to think about and plan for its future existence fulfilling a chief responsibility of a boards of directors. Strategic management is based around an organizations clear understanding of its mission; its vision for where it wants to be in the future ; and the values that will guide its actions.

Learning how to run a business isn't the same as starting one . But as you build your buyer personas, market research , and vision, you also start to develop the skill it takes to keep a business going. Running a business looks a little different for everyone, but these steps can help you prepare your company for sustainable growth.

A growth strategy entails introducing new products or adding new features to existing products. Sometimes, a small company may be forced to modify or increase its product line to keep up with competitors. Otherwise, customers may start using the new technology of a competitive company. Having a defined process for managing an institutions's strategies will help organizations make logical decisions and develop new goals quickly in order to keep pace with evolving technology, market and business conditions.

International business can improve company's performance by increasing profits and reducing costs. The study of international business involves understanding the effects that the above activities have on domestic and foreign markets, countries, governments companies and individuals.

## **II. LITERATURE AND REVIEW**

The objectives of this work is to review the literature of the main concepts that lead to strategic approach, national and international business strategies , organization structure of business as a guide for the organizational management taking into account the effect produced by the different types of strategies. The process of Reading and analysis of the literature was carried out through digital search engines with keywords in areas related to the strategic management . This research reveals the lack of scientific literature containing important theoretical concepts that serve the strategists as guide in the creation, formulation, and evaluation of strategies . This review contributes to the existing literature by examining the impact of the strategic management on the organizational performance.

This paper is part of a review of the literature of international business and international management which attempts to highlight the strengths and weaknesses of the two traditions and build conceptual bridges between them. The complementary strengths of the two traditions should enable international business theory to develop greater relevance without losing its rigorous grounding.

This literature review analyzes leading international business and management journals from role of national culture in international business research. Through the analysis of the 265 selected articles , the study thematically maps the field and identifies research challenges and opportunities . It reflects on avenues for future research related to both thematic and methodological issues, among them: research focused on the impact of the home / host national culture on internationalization processes (as existing literature mainly focuses on cultural distance;) the role to be played by new theoretical frameworks ; and the need to consider cultural positions and cultural friction rather than traditional cultural distance when analyzing internationalization decisions.

The Study of international business involves understanding the effects that the above activities have on domestic and foreign markets. Countries , governments, companies, and individuals. Successful international businesses recognize the diversity of the world marketplace and are able to cope with the uncertainties and risks of doing business in a continually changing global market.

Review of international Business and strategy is keen to present contemporary and innovative research that proposes new perspectives or challenges existing theories, and that advance the understanding of issues related to international business and global strategy. Themes covered by the journal include (but are not limited to ) internationalization of firms and international entrepreneurship

## **III. RECOMMENDATIONS**

I would recommend portfolio strategy for business looking for long term investment. This strategy operates by investing in foreign direct investment. It may face challenges when establishing but gain root in the foreign country with time and is able to compete well with the local companies. For the hub strategy, it would be important to create a good relationship between companies in different countries.

This would enable it benefit its home country better with the benefits it is getting from its businesses in the region. The operations of the mandate strategy add up to specialization and enjoyment of economic of scale.

## **IV. CONCLUSION**

In the modern economy, the role of customers and their needs are decisive for all activities and production of businesses so that marketing is defined as activities to capture. Through research results, the study of international marketing is the key to achieving the business goals of the business. The goal of the business here can be buying, selling or investing in production in foreign markets that business wants to capture.

International business strategies are important in the smooth running of either regional or international businesses. International market gives every business an opportunity to maximize profit and to enjoy economies of scale due to the availability of a wider market. It also gives people a wider variety of goods and services to choose from thus making life easier. International business strategies make it easier to carry out businesses across the borders since some countries may set policies, which may not be favourable for their counterparts.

Success in international business is achieved through a combination of various factors and effect within the organization. Different players come in with different inputs to drive the organizations' agenda towards the achievement of success on a global level. The online presence, addressing global issues, and stretching the workforce to work in a global context are some of the factors that will lead to success within the organization. A growth strategy entails introducing new products or adding new features to existing products. Sometimes, a small company may be forced to modify or increase its product line to keep up with competitors. Otherwise, customers may start using the new technology of a competitive company.

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