**Content Learning aim A**

**Explore the international context for business operations**

A1 International business

**Types of business activity**

exporting businesses

importing businesses

multinational enterprises

associated businesses, e.g. logistics and marketing.

**• The reasons for conducting business internationally:**

Growth

Additional revenue streams

Brand exploitation

Access to new markets,

Diversification,

Increasing market share,

Market leadership,

Technological dominance

Comparative advantage,

Fiscal benefits,

Preferential tax rates.

**Choice of markets in which to operate**, e.g. developed economies, emerging markets, less developed economies.

**Factors influencing the choice of market, e.**g. type of product, costs, size of market

**A2 Financing of international business** • Methods used to finance international trade, e.g. prepayment by the importer, letters of credit, export credits, bank loans.

**A3 Support for international business**

**Agencies that support international business**, e.g. UK Export Finance, UK Trade and Investment, Chambers of Commerce, regional advisory organisations.

**Types of support provided,** e.g. UK Export Finance Advisors, trade fairs, identifying international partners, grants for international promotions.