

Market entry strategy to international market through opening an overseas office in dubal unted arab emirates (UAE) A case study of bank XYZ

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Abstrak

Bank XYZ has a plan to open an overseas office in Dubai, United Arab Emirates (UAE) in the future according to the management of Bank XYZ's explanation in national newspapers a couple months ago. This paper research purposes is trying to analyze the suitable type of market entry strategy to UAE market in terms of suitable type of office structure to be opened subject to its internal factors, external environment factors, the cost and benefit and the risk of opening the overseas office. The data used in this paper is obtained from Bank XYZ annual report year 2005 and 2006 including the audited financial statement year ended December 31, 2006 and 2005 and some other relevant sources. The result of analysis over the market entry strategy of Bank XYZ in UAE market through opening an overseas office in Dubai, UAE could be done by establishing a branch office. In addition to the establishing of a branch, Bank XYZ has found it worthwhile in terms of money as it financially feasible based on analysis over its internal factors, external environment, cost and benefit calculation and the risk embedded over the decision as well.