



## Launch a Global Business: A Guidebook for Sme Internationalization - Small to Medium Enterprises Are Accessing the Global Markets Via New York City (Paperback)

By Ray Garcia

Buoyant Capital, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This document is to help non-US small to medium enterprises (SME) when considering doing international business in and through the United States of America (US). It is a brief overview of a sample of issues to consider and is not an exhaustive treatment of the subject. It is meant to serve as an introductory guide for discussion between the company and their Buoyant Capital peer advisor. The peer advisors may suggest how to establish a business plan for internationalization via the US market using NYC as the primary international base of operations. For this document an SME is a company that has reached break-even, is a sustainable business, with products that are suitable for the international market, but may currently be selling only to a domestic or near regional market close to its borders. The author assumes the company has an intent to conduct crossborder trade spanning North and South America, Western and Eastern Europe, Russia and Africa. (Commercial activity in Asia also applies but has special considerations that are not fully represented in this document. A...



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