



Global Business Context Environmental Report - Petrochemical Industry

By Paul Dickenson

GRIN Verlag Feb 2010, 2010. Taschenbuch. Book Condition: Neu. 211x146x7 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2009 in the subject Economics - Case Scenarios, grade: 2:1, Leeds Metropolitan University, course: Business Management, language: English, abstract: Throughout the following report you will read about UK based company, Global Ventures Plc and their ongoing expansion into international markets. Global Ventures has no prior involvement in the target petrochemical industry and therefore it is essential that the environmental audit covers as much detail to ensure the expansion is a success. The report will cover several key areas, namely the Product Market to be Investigated, Scope of Entry into the Market, The Opportunities and Threats Facing Companies and Possible Barriers to Entry. These areas should provided good coverage of the key areas which will affect the viability of development in the countries specified. 16 pp. Englisch.



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