

## Section-6

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What is International entrepreneurship?  
Why is it so becoming imp to an entrepreneur?

A International entrepreneurship is the process of an entrepreneur conducting business activity across the national boundaries. It may consist of exporting, licences, opening sales office.

International entrepreneur is defined as development of international new venture or startup, that forms their inception engage in international business. Thus view operation domain as International form the initial stage of international operation.



# Importance of entrepreneurship

① Expansion of domestic market :- It is beyond national boundaries, when any org. or business has covered domestic market then the company can go in expansion.

② Increased sale and profit :- When the entrepreneurs are not able to earn profit or demand for their product decrease in local market they can sell their product in foreign market.



### ③ Low manufacturing Cost

International Entrepreneur can help to decrease manufacturing cost for some of the product it is costly to manufacturing the product in the home country when entrepreneur can decrease manufacturing cost by producing the product of same qty with low manufacturing cost.

### ④ Improving image of the Company

International Entrepreneurs improve image of the company in domestic market which help to attract loyal customer.