

Kellogg when it came to India suffered through a typical problem. The typical problem was the habit of the people. The Indians had a habit of using corn flakes in drinking hot milk. But corn flakes is advised to be taken in a cold milk. The currency market is one of the scopes of international business. Another important scope is the global human resource. This is an umbrella term that includes all aspects of an organizations human resource payroll and talent management process operating on a global scale. There have been cases where companies have failed just because of a poor human resource policy. Or even not a poor human resource policy just because they did not understand the human resource requirements.

The different modes of entry into the market are exporting, licensing, franchising, strategic alliance, joint venture, and wholly owned subsidiary. The start up cost is the initial setup and the startup cost is very high. Greater information requirements are necessary to enter the market successfully. There are two types of major barriers to trade - tariffs and non-tariff barriers. Because I am not doing anything, I am just giving it to somebody else and he is doing it for me. Therefore, I only need limited financial resources and I do not need to handle the processes.