several other factors, including communication difficulties and cultural differences. Effective communication with colleagues, clients, and customers abroad is essential. To navigate potential communication problems, one must understand religious and cultural traditions, as well as their emotions. Additionally, political risk is a significant concern, as it relates to political uncertainty and instability. For example, Facebook is banned in China, partially in preference for national social networks. Similarly, IBM exited from India in 1978 due to control policies and stakeholder issues.The Indian stock market is also not doing well, and the US is struggling to keep up with the current trend. While many other factors contribute to the struggle of Indian stock markets, including trade disputes with other countries, companies must consider these external factors when expanding internationally. It is crucial to understand the political, economic, and social landscape of the countries in which they operate. Only then can they ensure success and profitability in their foreign ventures.

The third type of enterprise is a multinational corporation (MNC) which operates in multiple countries but is managed from one country. When a firm tries to enter into a new market, it needs to consider various factors before deciding on the mode of entry. These include the challenges faced by international businesses, the stages of internationalization, and how companies are becoming more and more international. Coca-Cola, HUL,