

## DEVELOPMENT OF A STRATEGY FOR AN ENTERPRISE TO ENTER THE FOREIGN MARKET

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The topic of the article is «Development of a strategy for an enterprise to enter the foreign market». The study is devoted to form a strategy to enter the foreign market. It is important to analyze this problem because we can find out the way for Chinese companies. The aim of the article is to form a strategy for an enterprise. The topicality can be explained by the fact that globalization makes it easier for companies to enter foreign markets. In this article, literature research method, case study method and the combination of qualitative and quantitative research methods are used, because it based on Beijing Bioss Technology Co., Ltd as a case study. Modern methods of scientific analyses have been applied such as comparative research methods, methods of collecting date and methods of analyzing date. It was found that the direction of Chinese biotechnology enterprises to enter foreign market. Therefor we concluded that development of a strategy to enter the foreign markets is feasible. Our finding may find practical application in strategic marketing.

**Keywords:** development of a strategy; strategic planning; foreign market; market enters.

Theoretical aspects of the company's enter the foreign market. The essence of strategic planning and the basic concepts associated with it: The word «strategy» has a history of about 200 years, and it first appeared in Western military works, such as the famous German military theorist Clausewitz's «On War» and the French general Jomini's «Introduction to the Art of War», and the French strategist Metzler's «Strategic Theory» is the earliest word and definition of «strategy» that can be verified since then. Different scholars in the field of planning, management, economics, and others have studied the concept of «strategy» (table 1).

*Table 1*

**The essence of the strategy as interpreted by various authors**

Author, a source	The essence of the «strategy»
Porter	Strategy is a combination of some end points the company strives for and the way the company seeks to achieve them.
Mintzberg	It is a set of decisions or actions.
Thomson	Strategy is both premeditated (premeditated strategy) and reactive (adaptive strategy).
Chandler	Defined strategy in his book "Strategy and Structure" as: determining the basic long-term goals of the enterprise, choosing the course of action, and allocating resources to achieve these goals.

Therefore, Strategy aims to define core competencies, understand the external environment, and offer an integrative, consistent approach to decision making [1]. Through strategy formulation, it is clearer where the company is currently, where is the goal, and what path to go there.

Types of strategies, rationale for choosing a strategy for entering the foreign market: Enterprises can successfully enter the market of other countries through their own products, core technologies, talents, management methods and other resources. How to choose the proper entry mode directly affects the success or failure of enterprise internationalization. The following table (table 2) uses the definition of "root" for analysis.

*Table 2*

**Classification of entry modes**

Type	Content
Trade entry	indirect export, direct export
Contractual entry	authorized operation, franchise, technical agreement service, management contract, turnkey project, international subcontract
Investment entry	sole proprietorship, joint venture, new enterprise, M & A enterprise
Strategic entry	supply alliance, technology alliance, market alliance

Therefore, if it is an international enterprise, it must make targeted choices and decisions on the entry mode and marketing strategy of each target market. At the same time, it is also considered that the strategic strategy of entry mode is a very important part for an enterprise to realize international operation.

Research methodology. The overall approach includes literature research method; case study method and the combination of qualitative and quantitative research methods are used. Methods of collecting and Analyzing data mainly include PEST analysis, SWOT analysis, Span analysis, Monopoly advantage theory, International Production Compromise Theory, Product life cycle theory and Enterprise heterogeneity theory. Tools and materials: To select the best integration object, the model can be divided into target layer, standard layer and scheme layer. Among them, the target layer refers Scheme layer the many factors to be considered when making decisions and analyzes the impact of these factors on the choice of entry mode; The scheme layer determines the choice of overseas market entry mode by analyzing these factors. For this purpose, the corresponding hierarchy can be established, as shown in Figure 1.

Analysis of Beijing Bioss Technology Co., LTD. Strategy, and the definition of its development prospects. Beijing Bioss Technology Co., Ltd., its current strategy, it was founded in 2010, professional for in vitro diagnostic reagent production enterprises to provide cost-effective core raw biomaterials,

semi-finished products and technical services, The company integrates R&D, production, sales and service, and provides overall solutions for in vitro diagnostic reagent manufacturers, such as: new product development for manufacturers, performance optimization of old products, cost reduction, etc. The prospect of the company is to enter foreign markets and become a global supplier of biomaterials.

Analysis of the release backgrounds of Beijing Bioss Technology Co., Ltd. to the foreign market: Macro environment analysis includes Political environment, Economic environment, Social and cultural environment, Technical environment Industry environment analysis, In this background study, The company is at a critical time of development and has great prospects for development. It also includes analysis of existing competitors. The economic environment analysis of the target market includes economic environment, social environment, product technology environment

Development of strategy for launch Beijing Bioss Technology Co., LTD to the foreign market. Through the analysis of the algorithm of developing a launch strategy, the essence and content and economic efficiency of the implementation, the company decides to develop the Indian and European and American markets first and adopts the method of trade entry. Due to the small strength of the company, it can use E-mail, chat software and other tools to carry out business.

After China joined WTO, world-famous Biotechnology enterprises quickly enter the Chinese market and occupy the leading position. Therefore, it is an inevitable trend for Chinese biotechnology enterprises to go abroad. As a new entrant to the Biotechnology market, there is a certain gap between China and developed countries in terms of technology R & D and market share. Therefore, for Chinese biotechnology enterprises, how to choose the entry mode of overseas market becomes more important.

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