

## **Abstract**

This research explores the effectiveness of various international market entry strategies, aiming to understand how different approaches impact a firm's success in global markets. As businesses increasingly expand across borders, selecting the right market entry strategy is crucial for long-term success. This study focuses on comparing different entry modes, such as joint ventures, franchising, wholly owned subsidiaries, and export strategies, to assess their effectiveness in terms of market penetration, profitability, and sustainability.

The study uses a mixed-methods approach, combining quantitative data analysis and qualitative case studies to provide a comprehensive evaluation of market entry strategies. The quantitative component involves analyzing the performance of firms that have employed different entry strategies, using key performance indicators like market share, revenue growth, and competitive positioning. The qualitative aspect consists of case studies and interviews with managers from companies in various industries, providing insights into the challenges and advantages of specific entry strategies based on real-world experiences.

By integrating both quantitative and qualitative data, this research offers a nuanced understanding of how different market entry strategies affect a firm's ability to succeed in international markets. The findings aim to provide actionable recommendations for businesses seeking to expand globally, helping them choose the most suitable market entry strategy based on their goals, resources, and market conditions.