

# **Internationalization of Pakistani Clothing Brands: Opportunities and Challenges faced for going Global**



**Submitted By:**

**Peter Habib**

**01-120122-062**

**Supervisor:**

**Sir. Malik Husnain**

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# Abstract

This study focuses on the challenges and strategies for Pakistani clothing brands in the process of internationalization. Particularly it focuses on perceived challenges from resource-based view. In order to describe the challenges, the study focuses on those resources that Pakistani clothing brands needed in the early stage of the process of internationalization. Resources further categorized into two types, tangible and intangible resources. In this study two internationalization models, to analyze the different stages and for better understanding of the internationalization process with respect to challenges and strategies.

As the study focuses on internationalization of Pakistani clothing brands, the emphasize remains on the process which these brands can adopt to enter in foreign market and what key elements they need to consider to have a successful process of internationalization. Two Pakistani clothing brands have been selected and their case analysis have been done to achieve the research objectives.

In order to go for internationalization one should have the international market knowledge, skilled human resources and the required networking in international market to successfully achieve the process of internationalization, these are the key resources in the process of internationalization for Pakistani clothing brands for their process of internationalization.

The companies use more indirect approach for the international process as it has less risk involved and by doing that the company attained the market knowledge, the market knowledge is key resource in both companies which means it is the one resource every company needs regardless of their size, category or scale of operations, the more market knowledge you have the easy internationalization is for you. Pakistani clothing brands which have started their global operations are using the U-model and it is the suitable model for the other clothing brands which intend to go for internationalization.

## *Glossary*

<b>SME</b>	<b>Small and Medium Enterprises</b>
<b>SCA</b>	<b>Sustainable Competitive Advantage</b>
<b>NBV</b>	<b>Network Based View</b>
<b>RBV</b>	<b>Resource Based View</b>
<b>IR</b>	<b>International Relation</b>
<b>U-Model</b>	<b>Uppsala Internationalization Model</b>
<b>SMEDA</b>	<b>Small and Medium Enterprises Development Authority</b>
<b>GDP</b>	<b>Gross Domestic Product</b>

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