

**How Can SME's planning to expand internationally benefit from the
services offered by the British Chambers of Commerce**



Bachelor's thesis

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Rihab El Bachiri

In this study, the author investigates what kind of support is offered and what type is accessible to SMEs to internationalize, and the focus is on service companies in the UK. This research focuses on how SMEs can use these tools to expand overseas. Also, this research is focused on how translation service companies can how to benefit from this help and overcome challenges.

For better data collection, the author conducted semi-structured interviews. The author chose a qualitative research method and for more thorough results conducted interviews with experts to gain insights on the subject.

The findings indicate that with the available support, businesses can have a clear understanding and strategy for the internationalization process. Additionally, with support, businesses find the internationalization process less intimidating and complicated. In summary, this study provides a clear idea about the support available and how companies can use it and benefit from it. This study is beneficial for future research in the internationalization process of service companies.

Keywords: small and medium enterprises; service companies; translation as a service; British Chambers of Commerce; Department for international trade; DIT; DPT; expanding overseas.

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1 Introduction

Expanding to a new country can be risky and demanding, especially for small and medium enterprises. It can be uncertain because it demands a lot of investment, and knowing a lot of regulations and rules depending on the country that the company wants to expand to.

Internalization is a risky step that requires a lot of planning and sometimes a helping guide that directs the company about the things that should be done or should be avoided.

According to (Sui and Baum, 2014), when a company has access to the resources needed that increases the chances for the company to contest in the international market. According to Lee & Falahat, 2020, For SMEs to succeed in the markets' competitiveness, they should be both locally and globally competitive. For the companies to succeed they need to compete internationally and nationally, the company needs to have the needed sources and competence to achieve necessary competitiveness. (Lee et al., 2019, Kolarov K& Georgieva S, 2020)

Many small to medium companies use export as a way of internationalization, due to the fact that it is risky to enter a new foreign market, even with the fact that while exporting to a new country the companies selling do not just depend on the domestic market, but the company can have new income from abroad.

Many companies tend to avoid these kinds of risky investments, even if it is an opportunity for revenue growth, it is because those enterprises are afraid of the lack of knowledge they have for the international market and the lack of resources. Expanding overseas for small to medium enterprise by exporting help to enhance competition. Also, it has other bonuses such as generating jobs, reducing poverty, and earning through foreign exchange. (Damoah, 2018; Babatunde, 2016; Dominguez & Mayrhofer, 2017; Schuster & Maertens, 2015)

Deciding to internationalize through export can be full of risks and uncertainty, but what can make this step a little bit less challenging is if the companies can partner with agents specialized in exporting.

A language is a tool of communication, a way of interaction between two people or more to express their thoughts either daily or occasionally. Speaking the same language makes it easier for people to communicate and prove their point. Language can be a person's thoughts or identity which they use to convey their point of view, also through language you can show your emotions, not just express them. (International Language Services, INC, 2021)

While discussing two people understand each other better because they can speak the same language, which makes their communication more efficient. It could take months or even years to reach this level of interaction and engagement. (Thomas & McDonagh, 2013)

Translation companies have an important role in business, especially when the company is thinking about expanding internationally. It allows the company to deliver the appropriate message to the target customer, and this is important when considering that native speakers enjoy reading about products in their native language. The value of translation services is often underestimated which causes misconceptions about it. Even though it may not seem like a big deal, the risks of not speaking the same language can prevent businesses from closing a crucial deal, language and communication misunderstandings can be the reason why deals are not closed or are miscommunicated. (Alm translations, 2020)

While it is possible to not pay attention to seemingly insignificant details like translated advertisements and books, translations allow the receiver to comprehend the context of the text or even the message that is being conveyed. Because translation businesses often face challenges more than other businesses, the author decided to carry out this study to determine the potential facilities that these businesses might use. To determine how much assistance they can receive from the government to grow their business. The research question that the author will attempt to solve Can SME's planning to expand internationally benefit from the services offered by the British Chambers of Commerce, and if so, how?

The commissioning company for this research is the Associating of Translation Companies (ATC); a British companies that was founded by British companies in 1976 and represents the needs of translation companies internationally and in the UK. The association offers services in language communication while raising awareness about translation services. Also, their services are always evolving due to research, innovation, and collaboration with their

shareholders, which results in delivering excellent services. (Association of translation companies,n.d)

2 Theoretical Framework

2.1 Literature review

2.1.1 The expansion of service industries internationally

Defining services has always been complex, what makes it difficult is how services are created and communicated to clients. Because many aspects and products are abstract, identifying tangible items is less difficult. Simply described, a physical process is the production of items in a factory. Farming for example growing plants and extracting them for food or other needs but identifying service may be tricky. Here are two definitions that convey the core of the situation. A service is an action that is provided for the other person, the operation might involve a tangible product, but the competence itself is abstract, the outcomes usually do not lead to owning any of the production variables. Lovelock defines services as profitable facilities that provide worth and advantages for clients in a period of time, consequently, the consumer gets the desired outcomes. “More amusingly, services have also been described as something which can be bought and sold, but which you cannot drop on your foot”. (Lovelock et al., 2011)

Recently due to internalization, the interest in the service industry going internationally has grown (Terpstra & Yu 1988 ; Jalvalgi &White 2002). Originally services offer answers for local businesses, even though the services are provided by small companies which doesn't stop them from expanding internationally (Grönroos, 1999, p. 290). According to Jalvalgi &White (2002) these aspects are the reason why the services field is growing:

- The World Trade Organization (WTO), emphasizes services firms to internationalize which has increased chances for these firms.
- Trade agreements, for example, EU AND NAFTA, despite the state borders it gives access to new markets.

- The service sector has grown in both emerging economies and advanced countries, due to the government's views that changed on trade and foreign investment.

The General Agreement on Trade in Services (GATS) and ICT (information and communication services) are the reasons for the growth in service businesses (Stanton & Stanton, 2011). The GATS was one of the achievements of the Uruguay round table of January 1994, it has the same goals as merchandise trading, which was established for equal principled opportunities for everyone to increase economic growth through a credible approach. (World Trade Organization, n.d)

The jobs in the industrial service have been lower but the jobs in the service sector have been increasing. This represents different markets and employment chances (Javalgi & White, 2002). The theories of internalization for the manufacturing field can be a good fit for the services sector. Also, there is a debate about whether the journey of services expanding in foreign markets is similar or different. (Ekeledo & Sivakumar, 1988, p. 279)

Two primary theories are utilized by companies to expand into foreign markets, namely the Uppsala model and the Born Global.

2.1.2 The Uppsala models.

The concept of internationalization was not previously known until a partnership with a group of Finnish scholars, leading to the growth of the Nordic school. The Swedish researchers then created a model illustrating the necessary stages for an effective internalization method; an institution of theoretical frameworks that had an important impact on research related to the internationalization procedures (Johanson & Vahlne, 1977). The Uppsala Internationalization model involves four steps that help to expand internationally. These are:

No constant trade activity, outsourcing through a private representative, creating a foreign branch, and production abroad. The researchers noticed that businesses tend to prioritize their efforts on near by countries in terms of both culture and distance before expanding to more distant locations. Afterward, when necessary, after assets and knowledge has been

gained, the company proceeds to expand its operations to distant markets. Scholars refer to "distance" in terms of linguistic differences, geographical distance, and the challenges associated with obtaining information about new markets. Frequently, companies would enter international markets through exporting. (Arvidsson & Arvidsson,2019)

2.1.3 Born Global Theory.

The Born Global theory became an important subject in the 1990s, but the theory is known for being different from traditional internationalization theories. The word born global was first mentioned in a report by Mckinsey (Rennie 1993), to characterize businesses that achieve pursuing international markets from the start .What distinguishes born global firms is their early involvement in the global market, while other firms gather information about possible markets and what makes the approach is interesting is how these firms avoid the long process to become competitive globally, and this latter makes a lot of countries interested in this strategy. The Swedish government in 2015 had a report emphasizing the value of implementing the Born Global strategy in the company. The report had real examples of Swedish firms whose success is due to their internationalization since the beginning, all this to encourage more Born global firms with government aid. (Cabral& Schaefer, 2016)

2.1.4 Internationalization modes for service companies

The field of services plays a significant role in trading, therefore internalization of services has been the subject of numerous studies (Javalgi & Martin, 2007). The theories that are usually used for production companies are not relevant for service companies, even when there is a study about the process of internationalization for a service company, the focus has been only on hotel fields. While other scientists debate whether current theories about internationalization are applicable or not to service firms, others argue that these theories can be used for service companies' internationalization process. (Gannon & Johnson, 1997)

Market entry is referred to as an organized plan to expand in a new close country, these markets are identified to have goods and services. Some companies have limited success

due to working only nationally and others grow their businesses, their income, and even their range of products in foreign markets. It is insignificant why these companies operate in other countries; what is important is that this process requires extensive planning, and detailed market research about competitors, clients, and the challenges ahead. (Zachary et al.,2015)

While entering a new market there are other facts to take into consideration, for example, fiscal arrangements, trade rules, employment laws, and cultural diversity. Given all of this, expanding in a new country is not an easy process; it is a long, complicated path filled with uncertainty that can be pricey (Markman et al.,2019). Entry modes can be divided into three categories based on the authority that is given (Anderson & Gatigon, 1986). These three entry modes are named: high control modes, medium control, and low control modes. The first mode can be explained as the ones who have full control for example the stockholders, the second mode is defined as most of stockholders, shared collaboration, and contractual agreements. The last one is the low control mode which is having less than one partner and the agreements are with less regulation. (Zachary et al.,2015)

For medium entry mode, while other entry modes need full commitments to the target country, but contractual agreements such as licensing the commitment is less and in a joint venture the commitment depends whether it is for example minority or equity joint venture. The greater the firm's commitment of resources, the higher its risk of losing valuable assets if the internalization involvement doesn't succeed. (Hill et al., 1990)

Service companies has three entry modes namely: pursuing the customer, following the market, and digital marketing. Pursuing the customer meaning there is a strong relationship with the customers and the company seek them internationally. Following the market means that the organization decides to expand internationally to meet the needs of new customers while digital marketing can be that a firm uses it to access foreign markets. These three modes are incompatible. (Grönroos,1999)

While a company expands it is not necessary to keep the same entry mode that they used since the beginning, because the first entry mode can be a prime choice only for a while. The

organization must have the ability to adapt between the expenses, and support needed. (Ekeledo & Sivakumar, 1998)

2.1.5 Expanding abroad approach

When a company takes the steps to internationalize that means that their services become available in the new market. Regardless of whether the business's production is in the main offices, some services should be created in the international marketplace, and this rule applies to digital services as well. There are five main approaches for expanding services in a foreign country. These approaches are Direct export, systems export, direct entry, indirect entry, and the last one is electronic marketing. The direct and systems export are mainly for export. This mode can work if two companies that work in similar fields make a partnership for example a company with machinery, and a company that has fixing services or advisory, advising services can be used as a way of export. Services should be produced instantly upon internationalizing and it should be done continuously, which increases the chances of committing errors. (Grönroos,1999)

When a company has a global presence, direct entry policy applies. As a result, the company is under a great deal of pressure from external players, such as the municipality's thought that the company will compete with local businesses. For the firm to face less threats while using a direct entry policy, it can plan a merger with a company that works in the same field. By doing this, the firm doesn't have to go through all the processes like gathering information about the new market but work with the existing information. Also, to have more insight into how the new market works, it is good to keep the old employees since they already have the needed expertise (Grönroos,1999). Partnering with a local company is profitable for both sides in that for the local company it can be a way to expand, and the foreign company can have more knowledge about the new market. (Grönroos,2016)

Exporting indirectly indicates that the company uses a representative or other intermediary to internationalize; this could be an example of a business advisor who must travel to have direct relationships with international clients to expand the business internationally. This approach can be done in headquarters, but when it comes to the last steps the consultant needs to be there whereas, in the case of a manufacturing company sending someone to

take care of it is enough. Overall, this means that trading services are more challenging than fabricating products. There is another type of export which is called exporting system which means pursuing the customer into the global market, this approach is mostly used by service companies such as law, and publicity companies. Some examples of exporting indirectly are franchising and licensing. (Grönroos,2016)

Digital marketing is known to be the fifth mode of internationalization, an example of that would be eBooks on Amazon, also television shops, but still, there is a need to collaborate with a company for shipment and other purposes. (Grönroos,2016)

2.1.6 Strategies to consider while exporting.

Many SMEs want to export but are not aware of the strategies needed or the essential steps to export, there are important steps that companies need to consider before going global for instance, at present there is a lot of information, therefore the company needs to make the most of the available knowledge and use it before starting the process. Brexit has impacted international trading and exporting, however exporting offers companies a chance to grow and develop. (Kompass Solutions UK, 2020)

Conduct an analysis of the potential market.

In this phase, the company must research the market it wishes to expand into to determine if there is a demand for its products. By conducting a full analysis of everything related to the market, for instance, the nation, the business structure, and the competitors by analyzing all this, a company can gain a thorough understanding of the market and determine what needs to be changed in its expansion plans and where it should focus its efforts. (Kompass Solutions UK, 2020)

Researching your rivals

Every business has an exclusive service to offer. Before entering a new market, a business should research its rivals to understand the market, understand client preferences, and determine how their services are different compared to those of their rivals. The company must understand what distinguishes its offerings from those of its competitors in international marketplaces. Additionally, going to events like trade exhibitions is an effective way to network, acquire information from customers, and promote your business. The

Department of International Trade is one of the many entities that hosts trade events. (Kompass Solutions UK, 2020)

Concentrate on your future customers.

Researching the market is important and knowing how to reach your customer is essential to success because every culture is different and understanding these differences will help build a strong relationship with the customers. For instance, making in-person interactions a priority if these meetings are required would be very beneficial for the company's expansion strategies. The Department of International Trade provides detailed guidance about exporting, and since every country is different the latter has essential data about each country. Another important aspect to consider is the language difference while being in a foreign country, if the country speaks a different language, consider employing a translator or a translation company to engage with the target audience in their own native language.

(Kompass Solutions UK, 2020)

Planning a strategy.

Every business has its own selling and advertising plans but to achieve better results it is crucial to focus the efforts specifically on the intended market and audience, several aspects must be assessed including the culture, traditions of the country, regulations, and social media channels used in that country to reach the target audience. Also, assessing your funds and finding if the assets are enough for the company to expand. (Kompass Solutions UK, 2020)

Expanding is not an easy procedure to do without planning, the process needs a well-planned strategy, and market research about the target country, and the services offered need to stand out and be unique compared to the competitors. Every firm has a unique service to offer, therefore focusing on that will help the company overcome the barriers. Online marketing is a simpler approach to reaching worldwide customers and foreign markets. (Kompass Solutions UK, 2020)

Using the existing online data

Many businesses utilize social media to engage with and attract new consumers or to meet sales targets. It may sound simple, but it should be implemented correctly for the business to benefit. There are many sales intelligence solutions accessible online that businesses can benefit including LinkedIn Sales Navigator and ByPath, the latter collects data from social

media, weblogs, and news, as well the company can benefit from networks in a range of countries. (Kompass Solutions UK, 2020)

Export strategy

Every organization has goals and objectives to fulfill, as well as a detailed plan based on market data and research. Furthermore, the plan should include thorough information on the goals stated and how to achieve them. After that, the company could discuss these plans with those engaged in the expansion. (Kompass Solutions UK, 2020)

Here are some important aspects to take into consideration while preparing the strategy: Mention the causes behind internationalizing the services, also how it is beneficial for the company.

Include what distinguishes your products from those of competitors.

The advertising plan and how to reach target customers.

A plan outlining the specified business objectives and the steps needed to achieve them.

2.2 Britain's service industry and Brexit.

There were several reasons behind the people agreeing with the UK leaving the EU or commonly referred to as Brexit, and one of the reasons was hoping that the country would prioritize the revival of its manufacturing and production sectors. Also, not depending on Europe's market and an opportunity to boost the production sector. Many people expected that Brexit would affect the services and failing to provide help to the industrial business. (The Economist, 2023)

As a matter of fact, both opinions were false, the exports of goods have experienced a fall on the other hand service providers had a boost in performance compared to the group of G7, which is a nonformal method of grouping countries including, Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States, along with the European Union (Government of Canada, nd). An analysis by the Resolution Foundation shows that at the beginning of 2021, the percentage of services exported was 3.6% which in comparison to a rich country it was high, which means that the export rate hasn't been affected by Brexit. As Sophie Hale explains there is a good justification why it stands out. One of the reasons is that the service industry in the UK does not depend on the EU, a percentage of 36% of the services exported belong to the bloc, which could be countries such as Canada, Japan, Australia, and Vietnam. (Le monde with AFP, 2023)

Talking about the difference between exporting goods and services it is related to trading with the European Union. Comparing the goods to services that are exported from the UK to the bloc, goods have not yet reached the same level as in 2019, while on the contrary the rate of service exporting increased to 16 %. Europe's goods market is advanced in comparison to the services sector. The service sector did not get affected much because the service companies have found an alternative method to reduce trade restrictions, research was done by Martina Magli that presents that since the vote in 2016, Companies are increasingly likely to sell through agents rather than directly to consumers. (The Economist, 2023)

2.2.1 British Council history

The British Council was established in 1934, and its first office abroad opened in 1938, making it the world's oldest cultural institution. Before becoming the British Council, the organization was known as the British Committee for Relations with Other Countries. The origins of the British Council can be linked back to the 1930s, a period of global crisis and economic depression that caused unemployment and trade issues. Simultaneously, revolutionary ideas such as Communism and Fascism have risen in Russia, Germany, Spain, and Italy. Consequently, the British Council was established by the British government. In the British Council's 1940-1941 yearly report, the objective was to establish a harmonious relationship with foreign countries by sharing their way of life and philosophy; as a result, the foreign countries would gain a comprehension of all British policies. (British Council, n.d.)

2.2.2 The British Council strategies.

In this section, the author will focus primarily on the strategies employed by the British Council to expand in international markets, as these approaches are available.

The British Council's objective is to create an international community founded on credibility, offering individuals the chance to gain knowledge, engage in activities and collaborate with the UK for the creation of a harmonious world. Utilizing digital tools, the organization intends to extend its offerings globally beyond physical offices and teaching facilities. (British Council, n.d.)

Sharing values

To establish something mutual and in common, the British Council goes through a lot of negotiations to develop advantageous partnerships between individuals from the UK and foreign countries. This strategy benefits the UK by attracting individuals from across the world for education, partnerships, and businesses. (British Council, n.d.)

Working with partners and governments

The British Council collaborates with governments, whether in the UK or worldwide, in the fields of schooling, English language, and culture. As a result, many individuals benefit from this partnership. (British Council, n.d.)

Embracing the change

During the pandemic, the whole world has been affected, during this phase there were a lot of restrictions that affected learning methods, and the British Council came up with a solution to the issue which is the digitalization process. The pandemic changed how young learners seek knowledge to fix this problem the latter decided to digitalize all their services such as education, arts, and exams to fulfill the requirements of the clients and business partners. The British Council will develop its services to reach more people all over the world by making its services more accessible online and at any time. (British Council, n.d.)

Education

The British Council is the world leader in English teaching; the organization provides education services through three methods: face-to-face, hybrid, and online. Bilingual schooling is also available.

Many governments want to develop their English education system, and trusting to learn English is the same as confiding in the UK, therefore, the British Council intends to improve the education system and other services such as individuals seeking to pass the UKVI, also helping the governments worldwide with damages from covid-19, in addition, supporting projects by the FCDO like "Girls in Education" (British Council,2021).

Culture and creativity

Culture and creativity are extremely important to society since the latter strengthens the cultural foundations of the people and the nation. It also contributes to the strengthening of global connections and partnerships, which impacts more individuals. The British Council collaborates to create new opportunities for arts and cultural organizations by employing their own connections and networks. (Corporate plan, 2022)

Financial stability

The British Council employs several tactics to maintain financial stability during difficult times, including consistently delivering innovative services and goods to clients, developing new ideas, and offering unique opportunities both within the UK and globally. (Corporate plan, 2022)

2.3 Barrier to internationalization

2.3.1 Internal barriers

Internal barriers can be defined as barriers that come from within the company. Based on the OECD report there are five types of internal barriers.

2.3.2 Informational Business

These are barriers related to the company for example lack of facilities, and knowledge when it comes to internationalization.

Lack of information: it is hard to access information to limit the risk of not knowing international markets.

False information about foreign markets: It is difficult to know if the information available in the market is true or where it comes from, and accessing this information can be complex and expensive.

Defining potential in a foreign market: knowing what your target market is, the potential customer, and even what type of entry you are going to use makes it hard to enter a new market.

Not being able to reach international customers: having poor data and inaccurate about your target customers might lead to not being able to reach them due to environmental differences.

2.3.3 Work force obstacle

Time management issues: not devoting enough time to plan, how the expanding process is going to go, the strategies, and the assets needed for it.

Employees lack knowledge about expanding: lack of employees to keep up with the pressure of working more to expand in foreign markets, also there is the absence of skilled individuals who have full knowledge of the skills needed such as speaking different languages and having an understanding of foreign cultures.

Management of foreign employees is challenging: lack of qualified administrators to hire and monitor foreign staff, and tasks like working in foreign markets.

2.3.4 Financial barriers

These include: a lack of funding to proceed with the internationalization process.

Lack of budget for the expanding process: when there is a deficit in the budget, it is hard to have a sufficient budget to analyze international clients or to keep up with foreign advertising strategies. (OECD, n.d.)

Absence of finances to invest: there is not a sufficient budget for potential investment projects, therefore, there is not a chance to internationalize.

No insurance for internationalization: it is hard to secure goods and assets in global markets.

2.3.5 Goods pricing barriers

The need to change the prices depends on external forces.

Challenges to making new goods: it is complicated to produce a new innovative product just to meet the needs of foreign customers.

Variety in the product's style: changing the product style just to meet the criteria of every different market, to offer the clients a product to their liking can be hard.

Not meeting the requirements of international markets: incapability to modify the goods due to the regulations of quality requirements offered by the global market.

Reasonable pricing: All of the factors such as changing products, prices, and manufacturing, as well as taxes, can be the cause of high prices that customers may not like.

Not having the same prices as competitors: not being able to have the same market price because of factors such as trading policies, cost of fabrication, transportation, also unpleasant currency exchange rate.

Obstacles to extending loans to international clients: companies might face financial issues, this latter makes it hard to offer services to the customers, these companies worry that they can't access their money because of the distance, and there is also the risk when the target country's economic status is unsteady.

2.3.6 External barriers

These barriers can be defined as obstacles from the business environment in foreign markets.

Process difficulties: problems related to transactions with international customers.

Communication issues: because of the cultural differences, and the geographic distance, this results in poor communication and difficulty to understand the customers.

Fees issues: examples of this issue, could be because of the distance it is hard to access the money easily due to the absence of direct access to an international market, the need for middlemen to access the target market, and imposed exchange rate by international banks.

Problems with contract enforcement and resolving conflicts: issues including insufficient thoughts, wrong data, and unreasonable scope of the contract, and enforcing contracts due to unclear assumptions. Misstatement, Dispute resolution difficulties resulting from the unavailability or deficiency of advanced dispositive procedures, and insufficient comprehension of international laws also, hesitant partners to engage in dispute settlement methods.

2.3.7 Governmental obstacles

restrictions from both local government and foreign that are related to international buyers.

Absence of government aid: providing the guidance needed for SMEs to internationalize is limited and in most cases doesn't exist.

Laws and regulations: one of the issues is exporters are constrained by regulations made by the local government.

Visa issues: people are constrained from traveling, moving, and specifically service providers whose field relates to software and legal assistance.

Treatment differently: international companies can face unequal treatments, for example in the execution of financial or industrial requirements to access domestic materials.

2.3.8 Client and international competitor obstacles

Obstacles related to competitors and international clients can result in affecting the export process.

Diverse client practices and perspectives: Due to factors such as geography and climate, it can be difficult to keep up with the constant change in customer needs, which forces businesses to adapt their tactics to meet those needs. (OECD, n.d.)

Intense competition on international markets: intensely competitive situations in foreign markets make it hard for the firm to preserve its place in the market, for example economically competitive strategies, and varying marketing campaigns.

2.3.9 Challenges in the business environment

These factors are mostly the economic or social of the target global market.

Unpredictable economic conditions: if the situation is unstable in a country, the economic situation gets affected too, as a result, the inflation rate increases, and high unemployment. All these factors affect the buying power.

Varied cultural characteristics: the difficulties linked with comprehending and accepting that differences such as religion, values, behaviors manners, customs, and education, can impact consumption patterns, and advertising strategies. (OECD, n.d.)

2.4 An Overview of the language service industry

Migration has been a permanent feature of human history. Historically, international business and commerce relied heavily on language diversity. (Association of Language Companies, n.d.)

By bridging linguistic and cultural divides, the language service business fosters mutually beneficial connections. The expanding popularity of the internet, the expansion of worldwide business operations, higher government regulations, the presence of various communities, and the growing interdependence of the global population have all contributed to an increase in demand for language services in recent years. Innovative technology items have sparked innovation in our industry. Only organizations with decades of experience in your preferred area, on the other hand, can offer you the comprehensive language solutions you require. (Association of Language Companies, n.d.)

Translation can be defined as an activity in which the concept involves interpreting the significance of a specific lingual dialogue from one dialect to another. It is the process of transforming textual elements from one language to their equal meaning in the other dialect. The dialects that are being translated are named source language and the translated result is called target language. The interpreter must be proficient in both languages, as well as have a high level of lingual sensitivity, to convey the author's original ideas, for the result to be accurate in every way. (Osman,2017)

The translation is an essential method of interaction between businesses, clients, stockholders, and countries. Usually, if there is a need to translate a document or any type of translation, the most common way is by contacting a translation organization or a self-employed translator. (Hillery, 2021)

Language is among the obstacles to information being transmitted easily, due to language hurdles, the interaction between two researchers from different countries whose dialects are different becomes extremely challenging. (Panda,2018)

According to the National Library of Great Britain, approximately fifty percent of the world's literature is available in different languages not just English, especially in' the area of science

and technology. It is very difficult for scholars in the field of science to know all the languages and review the available studies in their field of expertise. Scholars and technicians benefit the most from translation because of their work. Most scientists are not skilled in more than two languages. Therefore, translation services are required. (Panda,2018)

Trade Manifesto by the British chambers of commerce

The Chamber of commerce offers extensive support and information to UK companies to expand seeking to expand their businesses in foreign markets, the author has specifically highlighted the support that is relevant to service companies, including:

Assessment of the situation and guidance: one of the first services that companies can benefit from is a whole assessment of the company's services, and whether the company has the required facilities to export, after that they provide guidance on how the company can prepare to internationalize. A comprehensive evaluation involves analysis of marketing, costs, licensing, and regulations. (British Chambers of Commerce, n.d.)

Finding the right market: one of the key factors in business expansion is the strategic selection of a suitable export market. Therefore, Chambers of commerce facilitate market research to identify the most promising market, considering factors such as accessibility and high demand of that product and service in the target market.

Information and connections: this stage follows the market analysis, the Chambers offers precise details about customs rules, and connects the Businesses with organization like Global Business Network, DIT connections, along with different association operating within the market.

Workshops on Exporting: organizing workshops constantly about overseas trade which accessible for even for people without a membership, in these seminars the business owners get the opportunity to get guidance and knowledge from experts in expanding, also it is chance to connect, and discuss with these experts as well.

Risk Analysis: every business is exposed to risk while exporting due to the uncertainty and lack of knowledge when it comes to payments, political instability. Therefore, chambers

provide guidance on how to avoid and evaluate these threats, resulting in better internationalization decisions.

Courses: the chambers offer eleven courses that provide more insight for SMEs for both experience companies and not experienced, these courses provide knowledge about international trade. Because the research is only focused on service companies the seven courses only two courses could help service companies which are understanding exporting and payment methods.

Finance options: many companies face a situation where they need to pay in advance, or they can be paid later, which results in cash issues for the company. Therefore, the chambers provide other range of financial alternatives.

Helping with foreign exchange: chambers foreign exchange aims to assist businesses with international trade while providing currency exchange guidance, resulting in cost savings.

The right payments methods: chambers of commerce assure that businesses are familiar with the correct payment methods because it is one the most important aspects of international trade, also they offer them other services such as guidance about the best way of payments and along with legal documents such as documentary credit.

Contributing to the documentation procedure: keep up with the constant change of rules and regulations can be expensive and consume more time, and this can have negative effects on the business, therefore the chambers have more than 350 trading documentation experts to help with the process, which makes it easy to access documents and export related documents online.

Market access: the chambers help to reach sources than at help the internationalization process to be more successful for example finding trustworthy business partners and providing guidance to select the most suitable entry mode and connections through chambers of commerce links. If you become a member of the chambers of commerce, that gives the organization access to more valuable tools such as trade shows, meetings, network opportunities, and access to international markets (British Chambers of commerce,2022, pp 9-18). At present, the British Chambers of Commerce provide a range of services aimed at

facilitating and encouraging the expansion of service companies in overseas markets. Further insights into these services can be obtained through the implementation of qualitative research methodologies. (British Chambers of Commerce, n.d.)

3 Methodology

The research methodology covers the details of the data gathering for this research, it describes the details and the resources that would be used to answer the research question. The methodology is used to mention the way data will be gathered to reach the results needed, furthermore, to answer the research question of this study Can SME's planning to expand internationally benefit from the services offered by the British Chambers of Commerce, and if so, how?

3.1 Method of research

The most common method for growing one's expertise and understanding a regarding topic is research. In industries like advertising, trading, and social psychology. The most common types of research are quantitative and qualitative research methods. Qualitative research depends on spoken storytelling or written information. On the other hand, the quantitative research method is the type of data that is rational or numerical to achieve the desired results. (Ahmad et al., 2019)

3.1.1 Qualitative research

Qualitative research provides a clear vision and helps comprehension of the origin of the issue description. It is unstructured research that investigates criteria that are hard to understand using quantitative research. Nonetheless, it can aid in the formation of concepts and knowledge for future quantitative research. The main purpose of qualitative research is mainly used to comprehend extensively how humans act, knowledge, behavior, motives, and aspirations. (Ahmad et al., 2019)

The goal of qualitative research is to have knowledge of the existing issue by gathering and analyzing the data. (Ahmad et al., 2019)

Doing research using qualitative research methods help discover new theories and lead to new research, since the world is exposed to more issues, scientists are using qualitative research method to unravel those challenging issues. For scientists to reach the best research they need to use all aspects of qualitative research. Data gathered from qualitative research can't be reduced, for example in a paper. Forming general ideas is one of the most important aspects of qualitative research, in which new information arises built on rational thinking, which leads to broadening current knowledge. This type of research help with improving rational reflection, and expertise by understanding the information that other types of research can't detect. (Bansal et., 2018)

The author chose the qualitative research method because this latter gives a deep understanding of the research issue, and the results are very beneficial for future research. Also, qualitative research methods are the best way to gather data and accomplish the desired research outcome.

3.1.2 Data collection

Sampling

Using sampling in qualitative research means representative sampling which stands for exploring only a particular subject as well as choosing only a few participants in the study because they are unreachable. Data gathering is linked to sampling also it works best to complement, as a result, the information is obtained from the same group of participants that have been already decided on. There are two types of data direct and indirect, direct data might take certain forms such as recorded vocal conversation, documented text, observable body gestures, and behaviors. In this case, the exchange is mostly between two individuals and in other cases the human reaction to other lifeless components. Anything that can be noticed or conveyed is regarded as probable information. It thus takes place when seeing their ideas, knowledge, reactions, conversations, dialects and understanding the reason behind it for each person or number of individuals and taking into consideration the culture. The latter is an example of the data that is the core of the qualitative research method. Indirect information is gathered by another person, for instance, reports or pictures describing an actual happening or encounter such as art pieces, books, music, and pictures.

Based on what kind of information is required for a qualitative method, different ways of gathering the data can be employed, or it could be a mixture of two methods. To acquire direct data there is an example of techniques that could be used such as formal chat interviews, semi-structured interview, and a journal. The data can be assembled by other candidates that are taking part in the research when the scientist involved demands it, for example by journaling, and then giving it to the researcher. Usually, in a qualitative research method, the data is collected directly by conducting an interview or being there in the assessment process. (Lopez& Whitehead,2013)

3.1.3 Interviews

The main approach for the qualitative research method is oral communication, in which the researcher has a direct conversation between the researcher and the interviewee or several members, employing individual interviews or another approach which is interviewing a particular group of individuals. Interviewing the candidates can be through phone, electronic mail, or by even using social media discussions such as Instagram or any other social media platform. There are a lot of types of interviews in a qualitative research method, for instance, non-formal interviews, patterned interviews, and partially structured. The non-formal interview is when both the questions and responses are unplanned. The form of the process is unofficial and communicative to make the individuals that are being interviewed comfortable and for a better follow of the information. Non-formal interviews tend to start with a general question, However, the person in charge of the interview is aware of the specific issue. (Lopez& Whitehead,2013)

Partially structured means while doing the interview there is a list of questions to follow, the latter aims to guarantee the study's success. Nonetheless, it is not necessary to follow the sequence of the questions, this type of interview makes it easier to ask for an explanation if needed. Patterned interview in qualitative research is rare, mostly the questions are flexible, and they start with why, how, and what. (Lopez& Whitehead,2013)

In this research, data is gathered to answer the research question, the author is going to acquire data through interviews. The author wants to obtain valuable and particular information about the research, therefore semi-structured interview is the most suitable

way to gather the data, additionally, this will provide a chance for discussion if something is unclear or if a new concept is presented. The interviews were conducted online via Microsoft Teams because that is the only way to reach the interviewees. Furthermore, the author conducted interviews with three experts in the field of trading. The first interviewee is a commercial collaboration lead in a service company. She is responsible for building networking opportunities and partnerships with potential partners. Her input is crucial because her primary responsibility is to identify and assist service translation companies seeking to internationalize. The second interviewee is an international trade expert, His insights are of great significance due to his extensive experience in facilitating successful overseas expansion for numerous companies, utilizing his expert strategies and the resources available through his agency. Additionally, he has previously collaborated with both British Chambers of Commerce and the International Trade Department, thereby possessing a comprehensive understanding of the available support mechanisms and how to maximize their utilization. The final interviewee is a trading expert based in the United Kingdom. Her expertise is significant as she has primarily assisted service providers in identifying appropriate foreign markets and employing effective strategies, while also utilizing the available resources in the UK. All the interviews were conducted between April and May 2023 but on different dates, the interviews took from half an hour to an hour depending on the candidates and their input.

3.1.4 Benefits of the interviews

Interviews offer a chance for the interviewee to get insights from the individual's thoughts and deliberate on a certain topic. Interviews must adapt to verbal interactions that allow for the explanation of certain topics, also a chance to gain accurate knowledge. While getting data from different applicants the results are always different. Ultimately, a qualitative interview delivers a resourceful and beneficial interaction for the researcher and interviewees. (Lopez& Whitehead,2013)

3.1.5 Data analysis

While analyzing the data a set of steps should be followed, step number one would be to arrange and put together the information for analysis, this step requires rewriting the

interviews, inspecting the data, writing the scratch notes, or combining the information into categories. The second step would be to examine the whole set of data information. To get an overall idea about the results found and to deliberate the context of it. What broad concept are attendees addressing? is the general data obtained accurate and can be used? During this stage notes can be written to have an idea about the information. The third step is careful assessment using a coding phase. Coding is the procedure of gathering data to be arranged, classified, and grouped into themes to create significance (Williams & Moser, 2019, p. 45). This process requires arranging all the information found into classifications and characterizing those criteria with a word, frequently a concept depending on the individual's exact word. This concept is identified as an "in vivo term ". Step number four is to use coding to create a limited number of topics or subgroups between five and seven for the data analysis. These topics will be the key findings in the research and can be used as main points for the results. The findings illustrate a variety of points of view from the participants, the latter should be backed with actual proof (Creswell, 2013).

Step number five proceeds with the explanation and topics that would be shown as data. The most common way is by using a narrative passage to transmit the results of the study. This can take the form of a conversation that contains a timeline of events, such as various views from participants, or quotes. Other researchers support their discourse with visual elements or graphics. The sixth and last step is examining the data and explaining it. According to John Lincon and Guba states that to know the core of the concept you should ask what were the learned lessons? These learnings might reflect the research's subjective point of view, formed by the culture and expertise that will contribute to the research. This can also be a concept found by linking the gathered information at the beginning of the research. In this manner, researchers propose that the results could either prove or disprove previous findings. Let alone it can shed light on new queries that have to be questioned. These new issues are brought by findings and the evaluation that the researcher expected in the study (Creswell, 2013).

4 Results

As the author has already specified, 3 people were interviewed, and all three interviews were conducted online because that was more suitable. The results from the interview will

be presented, and the last phase will be analyzing, and potential recommendations based on these results. The results from the interviews did not focus only on the services provided by the British Chambers of Commerce but on all the types of British organizations that support UK firms to internationalize.

4.1 Findings from the interviews

While initiating the first question which is “What is the main role of the support that is offered?”, all the interviewees stated that the purpose is to keep the companies updated about new rules and information, also it is a chance for them to access better resources, advice, and networks. Interviewee No.1 answered that it depends on the size of the organization and its plans. For example, the British Chambers of Commerce when companies access their services, a lot of support, meetings, and discussions whenever something new comes out such as talking about the digitalization process. Interviewee No. 2 stated that the Department of international trade and Chambers of Commerce offer this support to help companies to understand how the internationalization process goes and how to shift from local to international markets and what is needed to start expanding the business in those markets, an example of their services is understanding legislation such as the barriers.

The second question that the interviewer asked was “What are the reasons why these companies seek support?” based on the answers from the interviews many businesses seek this assistance to generate new revenue from overseas markets, as most of their experience is in domestic markets. Interviewee No.1 specified that the UK market is quite large if compared to other European countries, what characterizes the UK is that the market within itself is large, and it got a large international market. There is a lot of competition, moreover, companies decide to internationalize as a strategic approach for more growth. Interviewee No. 2 answered that the international market is still new and complex for service companies, therefore accessing external support is important for them. Additionally, expanding into foreign markets is a new prospect, which requires support and a different understanding of the process compared to growing within the UK. Interviewee No.3 pointed out that government agencies have offices attached to embassies all over the world, for instance, businesses can receive assistance, marketing promotions, and help.

The third question focuses on the type of support that the companies can access. Interviewee No.1 mentioned that there is a lot of support offered to SMEs to grow, but knowing what kind of support is crucial to know how to benefit from it, for example, the British Chambers of Commerce or Department for International Trade can be in the form of advice, emotional support, new updates, regulations, and changes. Specifying the situation with Brexit happening and the massive change in the process, it has been a few interesting times for the people and the need to keep going because the change has not been foreseeable, therefore I think the main support is the emotional support and the feeling of not being alone. Interview No. 2 mentions that the support is a lot about networking, speaking to other organizations in the same position, learning from peers, and the resources put in place by the likes of Chambers and DIT. Interviewee No. 3 discusses the British Chambers office would advise the companies on which markets are suitable and how they can successfully sell those services into those markets, for instance, if the company is interested in selling their services in Singapore, the office will redirect them to the department for business and trade in Singapore, and the next step would be to see what the company offers and creating an expansion plan according to that.

The responses to the fourth question were different from each perspective of the interviewees, interviewee No. 1 emphasizes that companies can benefit from the support offered in situations like the present because it is a very complex situation, these companies can get more appropriate advice, more tailored, however now there is a quite chaotic situation because of the amount of change that is happening in the world, it isn't altogether clear how things have to progress. Interviewee No. 2 stated the main benefit is understanding the legislation, and the administration of how doing business overseas is different from trading in your home countries, for example, it is about lowering barriers of looking beyond your home country and understanding that the international market can unlock the potential of the company to grow once understanding these barriers and equipped to deal with them. Interviewee No. 3 answered it can be in the form of exposure and advertising, for instance, in a large event where the company may be able to present its services, or it can be a trade show by providing a space for the company to exhibit, thus depending on the company, there is a wide range of services.

In the fifth question, all the interviewees have the same thoughts that companies struggle to figure out how to connect with international networks in foreign markets. Interviewee No. 1 explains a huge number of UK companies will find a partner for their company abroad and give them all their branding, and communication to that partner, which from her perspective a dangerous step because this means handing all the work and effort the organization has built to someone who might not understand it as much as the company does. The solution to this issue would be to have a language-capability, bilingual translator within the company. Interviewee No. 2 shares that it is still a challenge, there is language barriers as well. British Chambers and the Department for International Trade have international networks that companies can access and build connections in their target market, to illustrate the purpose of DIT's international offices is to promote British business abroad. Interviewee No. 2 emphasizes the simplest way to connect with international networks is to reach out to UK external networks such as DIT, the chambers of commerce, and similar organizations. Interviewee No. 3 proposes that the companies should become a member of the British Chambers and that it has a lot of benefits in comparison to the price.

In the sixth question, two interviewees shared a similar viewpoint, whereas the third interviewee offered different suggestions. Interviewee No.1 indicates having professional guidance and advice from an expert is very essential because the process can be complicated, otherwise, it can create a barrier. Another important factor interviewee No 1 stated is that having someone like a negotiator or interpreter who could oversee the cultural negotiation, the latter would ensure that both parties are on the same page and understand each other. Interviewee No. 2 emphasizes that one of the important factors is lowering the language barriers, for instance, hiring language capabilities and understanding the target market's culture, outsourcing language services, and translating the website and content. Another aspect is researching the target market and understanding how the target market works instead of assuming that is the same as the local market. Interviewee No. 3 explains that choosing the right target market, and partners is crucial. Also, developing strategies for expansion is a very company unique, when a company is determined to expand to a particular market developing the right strategy is essential.

The response to the seventh question was almost similar. Interviewee No. 1 mentioned that at the present there isn't much financial support, there is a range of loans for SMEs some of

which must be repaid while others do not. Interviewee No.1 indicated that the current level of support provided is significantly lower in comparison to the support offered during the Covid-19 pandemic. Interviewee No. 2 pointed out there are certain grants occasionally to support the company's internationalization process offered by the DIT and the UK government. Also, some business loans are specifically to support companies in their internationalization or outreach efforts. Interviewee No. 3 didn't specify the answer about financial support but a general response that the UK government has a lot of support for companies to internationalize.

The responses to the eighth question varied. Interviewee No. 1 stated that when working internationally now, specifically after Brexit companies are facing a lot of tariffs barriers, recently the interviewee attended a meeting with the Confederation of British Industry, and a lot of people are finding it difficult to bring the staff needed to the country, it is the case also with the contacts it is hard to get them out. Interviewee No. 1 added there is another issue with the taxation residency and businesses should comply with the tax regime properly. Interviewee No. 2 responds that it is cliché, but being aware of how different geographic markets function and accepting how those markets operate locally will allow you to maximize the success of your business operations there. Interviewee No. 3 pointed out, it is simpler to support businesses that produce goods, as it is simpler to find business partners for those. The translation is a bit more complicated.

In the answers to the last question, two interviewees had the same perspective. Interviewee No. 1 clarified that the support offered is little, and there is a lot of competition in Europe, many multilingual speakers offer their services at a lower price, for example, Ireland has many English speakers and since it is part of the EU trading with them is easier. Interviewee No.1 added that due to the diversity of languages in Europe, people are aware of the value of a good translation, unlike in the UK, where the market is niche, and people are unaware of the value of translation. Interviewee No. 2 explained there is little support identified only for language services, the interviewee pointed out that the language service companies don't consider themselves as SMEs seeking to internationalize even if they are. Also, with the business organization, and business landscape language services are not considered the most impactful way to expand because it is a hidden service it is not exploited to its full extent. As a result, there are significant language barriers that prevent businesses from fully

tapping into the potential of the global market, which would be possible with full language support. Interviewee No. 3 isn't aware of the services only offered to translation companies to internationalize.

4.2 Analysis

The findings from the interviews shed light on various facets of how businesses pursue and benefit from internationalization assistance. All interviewees acknowledged that the primary function of this type of assistance is to keep businesses informed of new regulations and to provide access to resources, guidance, and networks. Reasons for pursuing assistance included generating income from international markets, navigating international complexities, and strategic expansion. The assistance provided ranged from advice and updates to emotional support and networking opportunities. The difficulties of communicating with international networks and overcoming language and cultural barriers were highlighted, and suggestions were made to seek assistance from organizations such as the British Chambers. Professional guidance, competence in languages, cultural negotiation, and strategic planning were viewed as crucial components of successful internationalization. For international expansion, there were cases of grants and loans with different levels of availability. After Brexit, businesses encountered issues such as tariff barriers and taxation. As a means of expansion, limited support and recognition for language services were highlighted. In general, the responses highlighted the nature of internationalization support offered, and the diverse factors businesses must consider when entering global markets.

5 Recommendations

There are numerous forms of support available in the UK for businesses seeking growth internationally, but it's also important to know how to benefit from them.

After analyzing the results of the interviews, the author will recommend how can service companies benefit from the support offered by the government or any type of organization. A lot of companies lack the experience and knowledge to expand internationally. To address this issue, a possible approach is the company can conduct an in-depth analysis of the company to determine areas where gaps exist, such as it be knowledge or funding issues. After this step, the company can research the services offered by the UK government, the

Chambers of Commerce, and the Department of International Trade, because the latter offers different services, such as programs, events, advice from experts, and grants, along with other services that are useful to companies seeking to internationalize.

Based on the interview responses, it is evident that several companies are experiencing challenges in establishing networks and connections. To address this issue, a potential solution would involve participating in networking events and exhibitions. By engaging in such events, companies benefit from the opportunity to interact with business owners, gain insights from their experiences, build potential collaborations, and effectively demonstrate their organizational capabilities and services.

As the author already mentioned several services that are offered by the British Chambers of Commerce, the author recommends accessing international market intelligence offered by the Chambers of Commerce or other organizations, because having access to these services can allow the company to access tailored and professional advice that the company needs along with matching them with the right partners and connections.

As technology evolves, making it easier to access everything in any part of the world, an additional suggestion is for businesses to offer their services online, essentially digitizing everything, and expanding into their target market through digital marketing, such as using websites, social media, and even apps to showcase their service, to meet the needs of a specific target market. Making everything digital is an excellent technique for a business to enter a foreign market.

Another recommendation is to attend workshops because it is an opportunity to learn how other businesses overcame the challenges and barriers in the internationalization process, as well as a chance to learn from experts and their useful guidance on how to proceed with the internationalization process and the mistakes to avoid, as well as a chance to network. For instance, the British Chambers of Commerce offers workshops about international trade that help to guide businesses to succeed in international markets.

6 Conclusion

From three interviews that were conducted, to know what kind of support is available for SMEs to expand overseas, and what is the most suitable entry mode for services companies. And the challenges that service companies face and ways to overcome them. Many experts have confirmed that the support available for service companies is still little and not identified by the organizations specifically, however, there is support in the form of advice by experts to come up with an expanding plan and identify the right target market, also there is a lot of networking opportunities to meet people in a similar situation to learn about their journey and ask for their advice, besides courses to learn more about trading for both people who have experience or still new to the field. Workshops where companies can access useful insights about trading from experts or people who have been through the process. Experts approved that having external help makes the internationalization process less complicated and the chances to succeed in the process are higher by accessing this support and advice from experts, also while expanding the company should do full research about the target market rather than just assuming it is like the local, knowing your target market and accessing with the right approach can lead to success. Theoretical framework highlights the significance of appropriate entry mode selection, sufficient assets, and experience for companies to achieve success during expansion. Additionally, SMEs can benefit greatly from accessing expert support and government assistance to facilitate the expansion process and overcome the challenges. The importance of translation and languages in trading has been highlighted in the interviews, as they can either present opportunities or pose threats when conducting business.

Companies with no experience can use the assistance of local government and choose the target market with supportive administrative structures for the internationalization process. However, the expansion is not only dependent on the knowledge gained from various internationalization operations. Instead, support from the local government and foreign market is essential for success. (Lu et al., 2014, p. 428-430)

6.1 The research limitation and suggestions for future research

This research like any other research has limitations, the first limitation is the number of people interviewed. The author tried to reach out to experts working in the Chambers of Commerce or Department of international trade but unfortunately, there was no response from these people. The second limitation is the study investigates the support that is given to service companies, in general, but not focused only on the support given to translation service companies. The author was only able to interview three people in three different fields, all of whom were involved in trading. For future research it would be better to interview more people in the service trading industry, also, it would be beneficial to interview service companies who used support either from the government or any type of organization to expand overseas.

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Appendix 1: Interview questions

- 1)What is the main role of the support that is offered?
- 2)what are the reasons why these companies seek support?
- 3)How does the organization support service companies and what kind of support they offer?
- 4)How can these companies benefit from this support?
- 5) How can these companies reach or connect with network in target markets?
- 6)what are the essential factors that make the internationalization process successful?
- 7)what kind of financial support is offered
- 8)what are the challenges they face and how can they overcome them?
- 9)what kind of support is offered for translation service companies?