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TRANSFORMING SMALL SCALE AND LOCAL BUSINESSES INTO GLOBAL BRANDS

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ABSTRACT

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The global expansion of small businesses is key to sustainable growth and competitiveness. This thesis explores how NextGen Sourcing, a Bangladesh-based garment producer, transforms into an internationally recognized brand. The research analyses branding strategies, techniques for market expansion, digital marketing methods, and supply chain management to pinpoint essential factors for success in international markets.

By utilizing a mix of literature reviews, empirical research, and survey analysis, the study underscores the significance of branding, consumer perception, competitive pricing, and distribution methods in the growth of businesses. The findings indicate that businesses need to implement strategic brand management, efficient digital marketing, and customer-focused strategies to improve their global market presence. Furthermore, the research identifies challenges such as logistical issues, regulatory compliance, cultural adaptation, and fierce competition as significant obstacles to global growth.

The study concludes that small enterprises can achieve success on an international scale by harnessing the power of digital transformation, optimizing their supply chains, and nurturing robust global partnerships. Recommendations include adopting a multi-channel distribution model, investing in digital marketing, enhancing sustainability initiatives, and incorporating advanced technologies to streamline operations. This research offers valuable insights for entrepreneurs and business leaders aiming to broaden their brand presence beyond local boundaries.

Keywords: International Business, Local Business, Entrepreneurship, Garment's Industry, Supply Chain, Global Economy.

CONTENTS

ABSTRACT	2
1 INTRODUCTION.....	7
1.1 Significance of the study:	8
1.2 Objectives:	8
1.3 Scope of the study:.....	9
1.4 Limitation of the study:	9
1.5 Key Findings:	11
2 LITERATURE REVIEW	13
2.1 Market Analysis:	13
2.2 Demographics and segmentation:	14
2.3 Value and volume:.....	14
2.4 Potential customers:	14
2.5 Market value:	15
2.6 Target market:	15
2.7 Understanding market demand:.....	15
2.8 Understanding global competition:	16
2.9 Distribution Strategy:.....	17
2.10 Financing Strategy:	18
2.11 Strategic decision making:	18
2.12 Business To Business Marketing:.....	19
2.13 Textile value chain	20
2.14 Modern Business To Business marketing trends	22
2.15 Social media marketing:	22
2.16 Brand promotion:.....	22
2.17 Key Findings:	23
3 EMPIRICAL REVIEW	25
3.1 Research methodology:	25
3.2 Branding and Market Analysis:	26
3.3 Social Media and International SEO:.....	27
3.4 Target Market Strategy and Distribution:	27
3.5 Work breakdown and Cost Management:	28

3.5.1	Time frame:	28
3.5.2	Work breakdown:.....	29
3.6	Key Findings:	30
4	FINDINGS AND ANALYSIS	32
4.1	Respondents of the Survey	32
4.2	Connection to the Thesis Theme	32
4.3	Relevance of the Survey	32
4.4	Observations.....	33
5	CONCLUSION, RECOMMENDATIONS, RELIABILITY AND VALIDITY	71
5.1	Conclusion	71
5.2	Recommendations	71
5.3	Reliability.....	72
5.4	Validity.....	72
6	CRITICAL ANALYSIS OF THE THESIS.....	74
6.1	Strengths of the Thesis.....	74
6.2	Limitations and Areas for Improvement	75
7	REFERENCES	77
8	APPENDIX.....	79

FIGURES

Figure 1. Main Role of Nextgen Sourcing	34
Figure 2. Target Market for Nextgen Sourcing	35
Figure 3. Highest demand for B2B garments	36
Figure 4. High Demand in Global Market.....	37
Figure 5. Customization Capabilities.....	38
Figure 6. Key Factors for Nextgen Sourcing.....	39
Figure 7. Thinking of Nextgen Sourcing	40
Figure 8. Sustainability and Ethical Sourcing	41
Figure 9. Trust Building as a new B2B Supplier.....	42
Figure 10. Make Improvements.	44
Figure 11. Global Market Challenges	45
Figure 12. Valuable Content from a B2B Garment Supplier	47
Figure 13. After-Sales Support	48
Figure 14. Building a Strong Online Presence	50
Figure 15. Sustainability in Sourcing	51
Figure 16. Attractive Financing Models	52
Figure 17. Preferred Pricing Models for Suppliers and Buyers	53
Figure 18. About Annual Procurement/Sourcing Budgets	54
Figure 19. Global Supply Chain Diversification.....	56
Figure 20. Maximizing Efficiency	57
Figure 21. Optimizing Logistics and Shipping.....	58
Figure 22. Top Three Challenges in International Sourcing.....	60
Figure 23. Key Criteria for Evaluating Sourcing Partners.....	61
Figure 24. Preferred Partnership Model.....	63
Figure 25. Real-Time Data Transparency	64
Figure 26. Effective Strategies for B2B Garment Manufacturers	65
Figure 27. Mitigating Risks in Global Sourcing	66
Figure 28. Sustainability Certifications.....	67
Figure 29. Assessing Satisfaction Technology Use.....	68
Figure 30. Emerging Technologies to Enhance Sourcing Operations ..	69

TABLES

Table 1. Work Breakdown	30
Table 2. SWOT Analysis.....	34

1 INTRODUCTION

The focus of this study is on local business organizations and how they make the transition to global commerce. We have selected **NEXTGEN SOURCING**, a company in Bangladesh's ready-made clothing sector, to carry out our research objectives. **NEXTGEN SOURCING** is a ready-made clothing manufacturer situated in Bangladesh. They are a traditional dress manufacturer in Bangladesh that produces ready-made clothing, including as sweaters, knits, and woven goods. They offer expert services in contracting, order management, production control, quality control, inspection, logistics support, evaluation, business negotiations, and design selection for ready-made clothing items. Since its inception, **NEXTGEN SOURCING** has worked to provide exceptional service and works to accomplish this goal by being transparent and equitable in all of its operations and working tirelessly in the apparel and ready-made garments industry, which promotes unity among people, society, and the environment and makes the world a better place to live.

NEXTGEN SOURCING has extensive expertise in both domestic and international markets. While you continue to concentrate on your main business, they ensure that our supply chain is protected. In order to build a lasting relationship with our clients and advance mutual benefits, **NEXTGEN SOURCING** thinks that trust is essential. Additionally, **NEXTGEN SOURCING** thinks that each party should concentrate on its own advantages. Our customers and suppliers should concentrate on their individual capabilities and work together. Our combined efforts will be advantageous to all of us.

Vision to be a driving force in the global market of garments by endorsing the advanced environment support technologies, to be followed by us and our buyers/agents/vendors. Create an atmosphere for the ready-made garment's users, where people can use the product safely, comfortably, and take pleasure in having one such. They have achieved this through professionalism, best Quality, best merchandising

planning, Commitment by utilizing our main business ethics 'Always with you on-time through Quality Merchandising as per your need'".

Our **mission** is to market clothing items throughout the world so that our buyers, brokers, and vendors may increase the number of people who purchase their goods. Be a company that all customers, purchasers, agents, and end users will respect and trust in all of our endeavors. To be a company that makes it simple for all of our vendors, brokers, and buyers to find answers to any questions they may have about the apparel and ready-made clothing industries.

1.1 Significance of the study:

The goal of our study is to determine how a domestic business organization becomes an international business.

1.2 Objectives:

The process of changing from a domestic to an international organization will be discovered by this study. Finding markets and figuring out how to grow them by raising brand value is another goal of the study. In the age of globalization, consumers are looking for goods from various foreign companies that offer satisfaction and value. commercial enterprises' methods for enhancing their products and satisfying global demands, as well as the promotional activities they frequently employ to inform clients about their features and offerings. The target will also be determined by this investigation.

An internationalizing company's branding and marketing plan. Determining the impact of social media and how businesses engage with individuals via social media applications is another goal of this study. Understanding the function of international PPC in the context of a recently internationalizing company organization is another important goal of the study. Understanding the impact of foreign SEO on brand marketing is another goal of this study. Determining and comprehending branding and marketing strategies to target international markets is

another goal of the study. If your research goals are successfully met, you will have a better understanding of how customers adjust to a newly internationalized brand and how the company becomes an international enterprise.

1.3 Scope of the study:

Business owners and managers will have the chance to internationalize their company thanks to the study on turning local business organizations into well-known global brands. These days, business organizations consider growing their operations globally. This increases the organization's profitability and sustainability. Research on turning a local business organization into a globally recognized brand finds a number of marketing and brand management theories and applications that can assist companies in implementing new tactics and improving their operations. The study covers a variety of topics, including supply chain and distribution strategies, marketing analysis, target market strategies, manufacturing and product strategies, branding, talent management strategies, financing, and strategic decision making. Identifying and conforming to import- export laws and determining the needs, wants and demands of the international customers are the scope of the study.

1.4 Limitation of the study:

There have been certain restrictions on our research. We have used data from a variety of sources to fulfill our study goals. The study's sample will be chosen specifically from within **NEXTGEN SOURCING's** staff. encountered challenges when choosing the study methodology, specifically the quantitative research approach. The primary data for the study will be gathered using this strategy, however the collection and allocation process will be extremely difficult. Additionally, gathering information from secondary sources will be expensive. The information we gathered from published literature was outdated. Since the data will also be gathered via books, we must get data online in order to achieve the research objectives. Furthermore, we don't have enough time to

finish all of the research processes. We have nine weeks to finish the research. Finding additional information on turning the local business organization into a globally recognized brand was hampered by the study's time constraints. Enough time for data collection and computation could have improved the efficacy of the study. The research process was also limited by the sample size.

Well-known brands throughout the world focus on their company performance and consider customer happiness in order to grow and continue their operations. These days, branding serves as a marketing tool that gives companies a competitive edge in the market. Customers are aware of this and prefer to purchase goods and services from reputable international companies. Small businesses that want to transfer ownership from domestic to foreign entities are focusing on strategic brand management techniques. This would make a business more profitable, successful, and long-lasting. Consumer sophistication is a defining feature of the modern economy. Businesses focus mostly on identifying the wants and desires of their clients and meeting those needs and desires with a range of efficient goods and services. Since consumers are increasingly choosing to purchase goods from well-known brands around the world, brand recognition is one of the most successful marketing techniques that can help a business sell more goods. Businesses can succeed in their respective sectors when they effectively promote their goods and services to consumers, educating them about their features, packaging, and foreign market entry tactics. In order to compete with other well-established companies operating in the nation, newly internationalized corporate organizations employ a variety of tactics. These strategies include variations in products, services, systems, procedures, and regulations. The report provides recommendations for future operations as well as an overview of the transformation process of the recently internationalized company NEXTGEN SOURCING.

1.5 Key Findings:

Topic and Focus

- **Research Scope:** Focuses on the transformation of local business into global businesses.
- **Case Study: NEXTGEN SOURCING** is a Bangladeshi fashion startup in the ready-made garments industry.

Company Overview

- **Core Values: NEXTGEN SOURCING** emphasizes providing fashion with comfort and increasing shareholders' net worth.
- **Industry Context:** Operates in Bangladesh's competitive garments industry with aspirations for global recognition.

Branding and Expansion

- **Brand Management:** Effective brand management is key to international business expansion and achieving global recognition.
- **Consumer Trends:** Modern consumers prefer Well-recognized global brands, making branding a vital competitive tool.

Importance of Branding

- **Marketing Tool:** Branding helps organizations gain a competitive edge and boost market presence.
- **Consumer Awareness:** Brand recognition influences consumer preferences, increasing demand for products from globally recognized companies.

Strategies for Internationalization

- **Strategic Brand Management:** Facilitates transformation from local to international ownership and operations.
- **Promotion and Market Entry:** Effective business promotion, highlighting product features, packaging, and market entry strategies are critical for success.

Challenges for Small Businesses

- **Competition:** Competing with established brands in international markets.
- **Differentiation:** Developing unique products, services, systems, and practices to stand out.

Future Recommendations

- **Focus Areas:** Enhance business promotion, strategic branding, and customer satisfaction.
- **Operational Improvements:** Adapt systems and regulations to meet international standards.

Significance of Study

- **Insights:** Highlights the processes and strategies for small businesses like **NEXTGEN SOURCING**. To achieve sustainable international success.
- **Broader Implication:** Provides recommendations for newly internationalized businesses to thrive in global markets.

2 LITERATURE REVIEW

2.1 Market Analysis:

The qualitative and quantitative assessment and evaluation of a market is known as market analysis. It enables companies to grow their operations globally and aids in the expansion of their product line. This is a useful business tool that allows a company to join a new market, particularly an international one. To manufacture goods and sell them on the global market, businesses must ascertain the needs, desires, and demands of their clientele. Businesses can enhance their products, introduce new features, and establish a strong marketing position by determining consumer desires. As a tool, market analysis examines the market's size, potential customers, trends, social values, and consumer preferences. Market analysis assists corporate organizations in breaking into new markets by segmenting the market. Market research also focuses on competition analysis, which aids companies in determining the tactics used by rivals and their goods. A recently internationalized company can build a brand value in the worldwide market and attract more international customers by offering superior products and quicker services (Kolb, 2021; Levin, 2020). Additionally, market study aids a recently globalized company in comprehending the business and environmental regulations of the place in which it operates. In addition, it establishes how well the relationship between the operating and hosting countries works. This enables recently internationalized commercial organizations to comply with laws and regulations and comprehend the obstacles to doing business abroad. Understanding the market, identifying existing and potential clients, and figuring out how to make the company sustainable in the nation are the main goals of a recently internationalized organization's market analysis. A recently internationalized company can use market segmentation, demographics, target market strategies, market needs, and the amount of competition, entry obstacles, and regulations to conduct an efficient market analysis.

2.2 Demographics and segmentation:

When evaluating the market size, a recently internationalized company should segment the market according on humanistic requirements. When intending to operate in a foreign country, a business should be aware of the demand for its products or those that are highly sought after there. Businesses should evaluate the market before starting manufacturing when they intend to operate a fashion wear business abroad. The company should segment the market according to its size and make sure that it is relevant to its rivals in particular areas. By understanding the population in an area, business organizations especially garment industries can decide to enter the market (Agyei, 2018; Kolb, 2021). This will help the company to understand the potential demand for the products.

2.3 Value and volume:

A company organization should concentrate on two aspects when entering a foreign market: the market's value and the number of potential clients. These two elements will assist the business in evaluating the market. This is important to look at these two factors separately because this will help to understand the demands and the quantity required to fulfill demands (Dwivedi et al., 2021; Huang & Rust, 2021).

2.4 Potential customers:

The organization should to concentrate on the overall amount of potential clients. This will assist the business in determining how much additional production is required to meet the increased demand. For someone who could be a customer, each organization uses a distinct term: "possible customer." For instance, all firms in your delivery area will be your market if you launch a small business selling office equipment. When determining how many people could purchase furniture, you would not consider the size of these enterprises because,

as in the previous example, most businesses would only have one buyer. Nonetheless, you would consider it when determining the market's worth.

2.5 Market value:

If company organizations wish to grow in the global market, they need assess market worth. It is quite challenging for a recently internationalized organization to determine its marketing worth. The organization's first option is to view the market value figure, if it is made publicly available by a government agency or consulting business. A freshly internationalizing business can make an informed decision to enter a new market by knowing the market value. Business organizations can also check the potential cash inflows by supplying an old product in a new market (Morden, 2016; Morgan et al., 2018). In that case of exporting or supplying products into different regions especially in the rural areas, this strategy might help.

2.6 Target market:

The market in which a company wishes to offer products and services for sale or trade is known as the target market. In this kind of market, the company finds clients within the market. If a corporation is in the apparel sector, it should focus on consumers that have a high demand for clothing items like casual wear, sportswear, and work wear. Additionally, the company should target clients according to their gender and age. The business organization must focus on the qualitative side of the international market analysis by looking at what drives the demand (Dwivedi et al., 2021; "Mastering Strategic Management," 2016).

2.7 Understanding market demand:

Organizations need know what the market would demand. This part is crucial since it contains possible investors that business owners may find. In order to pique investors' attention, owners must demonstrate their potential to them. This segment is also crucial from a tactical

standpoint since entrepreneurs use this phase to gain a competitive advantage without overtly keeping an eye on it. Owners of businesses should conduct a SWOT analysis of their personnel, processes, and goods. By creating new features, enhancing human resources, and upgrading products, this will provide the business a competitive edge in the market. Additionally, the business will be able to establish a strong market position and establish itself as a worldwide brand. Business organizations must draw attention to some of the drivers that the competition hasn't been concentrating on in order to achieve this. Gaining success in the worldwide market and becoming known as a global brand would be largely dependent on understanding and satisfying demand. This will also facilitate the company to achieve sustainability (Eckhardt et al., 2019).

2.8 Understanding global competition:

Businesses should pay attention to their rivals. The true dangers to a business that is just starting to expand internationally are rivals. It can result in financial losses for the company. Business companies should concentrate on the strategies, goods, and innovative aspects of their competitors in order to strengthen their strengths and recover their weaknesses. This will assist the business in devising a plan to increase its market share and boost customer demand for its goods. A newly internationalizing business must identify its competitors' weaknesses by examining the market from their perspectives. An approach to market positioning may also make advantage of this. To build a brand, businesses should also concentrate on the quality of their products, their cost, features, and add-on services. This will help the company to recognize it as an international brand. By understanding global competition, a newly internationalizing company can set target market and customers and can also take an effective position in the marketplace ("Mastering Strategic Management," 2016).

2.9 Distribution Strategy:

A organization uses distribution as a strategy to plan how to provide its clients with goods and services. This tactic is crucial for getting the company's goods in front of the intended audience. This aids the company in satisfying consumer requests. This tactic has to do with an organization's supply chain management division. It creates the complete process for bringing the company's product to market. The demand for products from international brands is rising rapidly these days. In order to supply its products to clients in accordance with market need and provide them with a speedier delivery service, a recently internationalized company should do market research to understand market demand and implement an efficient distribution plan. A corporate organization must choose its supply routes before venturing into a foreign market. It can either distribute its products through its own channels or collaborate with other delivery businesses. This will assist the recently globalized business in reducing unnecessary expenses, which will boost revenue and guarantee sustainability. This is a kind of strategic decision made by the marketing manager to ensure that the product of the company can reach the potential customers at minimum distribution cost (Steiss, 2019; Witcher, 2019). Three main distribution options are accessible to a recently internationalized business: selective distribution, intensive distribution, and exclusive distribution.

Exclusive distribution

NextGen Sourcing should collaborate with global partners and premium fashion retailers across high-end markets worldwide. This strategic partnership will enhance NextGen Sourcing's brand positioning as a high-quality, premium, and exclusive label, distinguishing it from mass-market competitors.

Intensive distribution

This strategy is ideal for basic apparel, casual wear, or affordable fast fashion products. Though NextGen sourcing is a manufacturer company they can focus on volume sales and brand awareness ensures visibility across global markets.

Selective distribution

If Nextgen sourcing collaborates with mid-to-high-end fashion retailers and buyers from different countries, they can ensure that their Products are available in a controlled number of locations with ensuring a balance between exclusivity and accessibility.

2.10 Financing Strategy:

Three important funding decisions should be made by a recently internationalized company before expanding internationally. The financial manager has to decide which projects the firm will invest in, which sources of funding to use, and whether to pay dividends. The business must consider cash flow before investing in a project. The business can estimate its loss and profits by figuring out its net cash outflow and anticipated cash inflows. It will display the future cash inflow's present value. For the business to ascertain how much funding it need, cash flow projections and ROWE (Results-only work environment) are crucial. To invest in the business, the company may raise capital from a variety of sources such as bank loans, selling shares to the public, subsidies, and government loans (Barbosa et al., 2020; Knight et al., 2020).

2.11 Strategic decision making:

Employing citizens of the operating and hosting nations is a good idea for a recently internationalized business. Workers are more knowledgeable about the needs, interests, and choices of the clients. They are also knowledgeable about business insights and can offer

guidance on how to run corporate operations. Employees should participate in decision-making processes within business organizations. Business managers should clearly articulate their company's objective and vision before making judgments about operating in another nation. Maintaining the company's health is crucial for a recently internationalized business. To process corporate functions, business managers should create a strategic planning outline and must focus on a limited number of areas. To improve an organization's performance, the business must involve existing talents and remember to measure the efforts of the talents. A business organization must take a strategic decision from these four such as analytical decision making, heuristic decision making, expertise decision making, and random choice decision making (Bogers et al., 2019).

2.12 Business To Business Marketing:

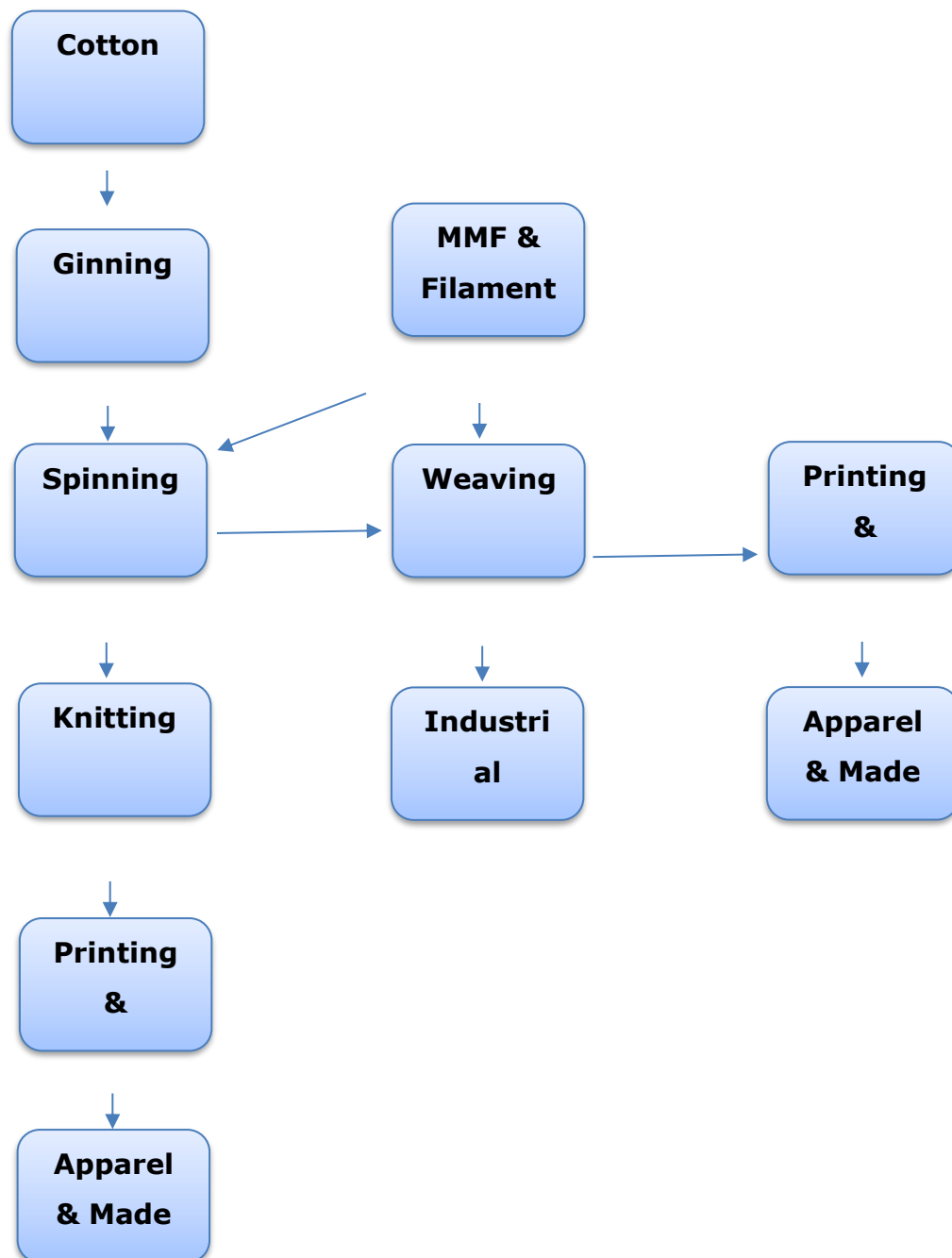
Marketing and advertising for business to business, analyze on the strategy adopted in the study case and state them. The second, more specific goal is to enhance the current existing and working marketing plan by changing, if necessary, the types of marketing currently being employed at the present time, and adding new approaches to reach new customers or rekindle the existing relationship with the already existing customers.

This idea of recognizing industrial marketing around the early 1990s as a distinctive form of marketing from the traditional business to consumer marketing was and still is a revolution since it has opened up a wide area of research that has a potentiality of growing far bigger than the idea of consumer marketing, which gave birth to it. (Webster F. E. 1978) It is pertinent to note that there are differences exist between the markets each marketing McTarish E. and Maitland Ang. 1980 defines industrial marketing in few words as the way businesses seek to satisfy the need of other businesses in order to benefits from the sale of its products and services.

Just consider the thought between business marketing, of everyday clothes. Cotton is originally a plant that is cultivated in a farm and then bought as a textile material from some company that processed it into materials that are turned into cloth and then bought by another company to be sewn into actual clothes that are bought and distributed in companies that put them on shelves for us, simple consumers to purchase. In every process outlined in the above value chain value is added to the raw material that is the cotton before the final product is made to meet the consumer.

2.13 Textile value chain

The requirement of these businesses for raw material is a result of the customer's need for apparels, but neither purchase the material by mistake. At each stage of the process value, is created on the initial product and then it is taken and sold to make a profit. There is one link missing between each of these steps, and that link is industrial marketing. As the years since the 1990s proved the B to B marketing was indeed crucial and actual after all turning into a necessity for almost any business that is worth itself and wants to develop. But B to B marketing itself is to this day also continuously in the process of development in order to correspond to these changes and of course, all the technological and scientific mutations, which not only facilitate this activity but also raise it to even higher levels.



The textile value chain

2.14 Modern Business To Business marketing trends

In order to keep on improving the science, marketing professionals are developing new areas of industrial marketing to concentrate on and trends for society to follow as the socioeconomic crisis comes to a conclusion and businesses emerge from recession to growth. Following analysis and investigation, the author claims that these are the most intriguing and cutting-edge developments to be observed in the upcoming year.

2.15 Social media marketing:

These days, social media marketing affects both customers and businesses. Positive product reviews are appealing to consumers. Customer reviews are also used by businesses to enhance their goods and services and spur innovation. This is a chance for a recently globalized business to take business, product, and service concepts. This serves as a crucial instrument for a recently globalized business to advertise a good or service. Websites and social media channels aid in international product promotion. The website also allows customers to locate the things they want. The website also provides them with information about the product's quality, cost, and country of origin. By customized Websites and effective data management, organizations can provide superior service to their customers (Appel et al., 2020; Morgan et al., 2018).

2.16 Brand promotion:

A product is symbolized by a brand. Customers' ideas, feelings, and purchase behavior are influenced by the emotion and symbolic perception it conveys. By offering high-quality goods and services, a recently internationalized company should concentrate on building its brand value. Newly internationalized businesses can increase income, enhance brand recognition, and accomplish long-term objectives with the help of strategic brand management. To manage the brand, a

business organization should consider the multitude of aspects, from centralizing digital assets to upholding brand consistency across various touchpoints (Majerova et al., 2020; Veloutsou & Delgado-Ballester, 2018).

2.17 Key Findings:

Definition of Market Analysis:

- A qualitative and quantitative assessment of a market to aid in product line expansion and business activity growth worldwide.

Importance for International Market Entry:

- Helps businesses understand customer demands, needs, and preferences to improve products, add new features, and establish a strong market position.

Tools for Market Analysis:

- Examines market size, potential consumers, trends, social values, and customer preferences.
- Includes competitor analysis to understand competitors' strategies and product offerings.

Benefits of Effective Market Analysis:

- Creates brand value in international markets by offering high-quality products and faster services.
- Facilitates better customer acquisition globally.

Understanding Operating Environments:

- Assesses environmental and business policies of the target market, as well as relationships between the hosting and operating countries.

Conformance and Barriers:

- Helps identify and comply with legal and regulatory requirements while understanding potential market entry barriers.

Major Objectives:

- Know the market dynamics.
- Identify current and potential customers.
- Develop strategies to ensure business sustainability in foreign markets.

Methods for Effective Market Analysis:

- Use of market segmentation and demographics.
- Development of target market strategies.
- Evaluation of competition levels, entry barriers, and regulatory requirements

3 EMPIRICAL REVIEW

3.1 Research methodology:

The empirical review, which focuses on NEXTGEN SOURCING specifically, provides insights from primary and secondary research. It draws attention to practical uses of the theories covered in the literature study. We have conducted our own independent research on turning tiny companies into globally recognizable brands. We conducted our research with the successful achievement of our goals and objectives by employing a few tactics. The quantitative and quantitative research methods were used in our investigation. This facilitates the collection of data in a numerical format for computation. This will also assist the report's reader in appreciating the significance of the facts. This will provide a comprehensive understanding of the tactics and processes that companies are doing to turn their regional business organizations into well-known global brands. This study approach has made it easier for us to obtain data, collected information from those working with Snowtex Apparels Ltd., and enabled us to make precise assessments. because NEXTGEN SOURCING and Snowtex Apparels Ltd. are in the same business. We have been able to comprehend the approach and offer suggestions thanks to the accurate data interpretation in the quantitative research process. There are several ways to compute data. The reader will also be able to assess the validity of the research with the use of several statistical methods, such as correlation and sampling, that we employed in our calculations to comprehend the transformation process. We have used two sources, such as primary and secondary data sources, to gather and distribute information. These data sources have assisted us in learning more about the NEXTGEN SOURCING group and their internationalization efforts. We have also gained an understanding of the branding tactics used by local organizations when they expand their operations internationally. Multiple interviews with NEXTGEN SOURCING's marketing manager, general manager, and staff are used to gather primary data. We were able to obtain real-time data through

interviews, which also helped us defend our study strategy and determine whether or not the goals were achieved. Additionally, we have studied the work of a few individuals from NEXTGEN SOURCING's marketing department and have determined their promotional actions and methods. We also conducted surveys to gather information, and this information has assisted us in comprehending NEXTGEN SOURCING's global needs-meeting strategy. Additionally, we have gathered information from secondary sources. These are gathered from a range of sources, including research papers on recently internationalizing businesses, books on marketing and brand management, and online articles about brand management. By reading a number of published books on supply chain management, marketing, entrepreneurship, brand management, and strategic management Important knowledge regarding turning a modest company organization into a globally recognized brand has been discovered. The information gathered from secondary sources has enabled us to comprehend methods and compare them to those employed by NEXTGEN SOURCING. To gather and distribute data, interpret, evaluate, and produce findings, we have employed a range of research tools. We employed a survey of the staff, self-observation and interview of the marketing manager, and semi-structured and structured questionnaires. We have used a number of statistical tools for data analysis and interpretation in order to produce research findings. For sampling, we have collected data from 80 individuals. We employed probability sampling, which is based on convenience and quota, to design the sample. We collected data by having the sample media complete the questionnaire. To achieve the goals and purpose of the study, data analysis, interpretation, and reflection are done.

3.2 Branding and Market Analysis:

The focus of this thesis has attempted to highlight branding as the key to small firms becoming worldwide brands. This study will use quantitative research on NEXTGEN SOURCING to analyze the role of

branding strategy, market segmentation, competitor analysis, and comprehension of global consumer behavior. Targeting high-demand markets like Europe and Australia with competitive price and innovation, for example, is essential for brand awareness and market penetration, according to NEXTGEN's market analysis. According to the empirical findings, local marketing and brand identity are essential for enhancing customer perception and sales success.

3.3 Social Media and International SEO:

The study also highlights social media and SEO as other ways to break into international markets. Results gathered from questionnaires indicate that over 60% of consumers and Global brands find products on digital platforms. **NEXTGEN SOURCING** utilizes international SEO practices that are an excellent way to foster visibility and consumer engagement, such as targeting keywords in a variety of languages and leveraging region-specific domains, for example, .uk, .au. The study also documents the importance of leveraging social media to gather consumer insights and tailor promotional campaigns for global audiences.

3.4 Target Market Strategy and Distribution:

The study reveals that targeted marketing and efficient distribution are crucial in scaling local businesses. **NEXTGEN SOURCING** adopts intensive distribution strategies to ensure maximum outreach in foreign markets, which would ensure that the products of fashion wear reach the target demographics effectively. Empirical data from the survey of the study showed that consumer preference for sustainable and quality products aligns with the offerings of NEXTGEN. Further, the adoption of direct selling and partnership with local delivery channels supports cost optimization and enhances customer satisfaction.

3.5 Work breakdown and Cost Management:

3.5.1 Time frame:

To achieve its goals and objectives, the research on turning **NEXTGEN SOURCING** into globally known brands took four weeks. We have identified the information sources, including primary and secondary data sources, as well as the scope and application throughout the first week. Additionally, we have gathered our research tools for gathering, allocating, interpreting, analyzing, and assessing data. We have used a range of statistical methods to compute and examine the data that we have gathered. We have established the data stand for gathering precise and significant data in the same week that we have discovered the statistical tools necessary to accomplish this. During the second week, we used a number of primary research instruments, including surveys, observations, and interviews, to gather quantitative data. We have been able to obtain up-to-date information and first-hand data for our computations thanks to these main sources. We have gathered primary data from NEXTGEN SOURCING's marketing manager and staff. This week, we also gathered secondary data from a range of sources, including periodicals, newspapers, web pieces, and published books. The information we gathered from secondary sources is predicated on branding and marketing tactics that support regional business associations' transition to global organizations. Using the information we gathered from primary and secondary sources, we performed computations in the third week. This computation has aided us in assessing the efficacy of the NEXTGEN SOURCING tactics. We have information from secondary sources about the marketing, promotional, and strategic brand management efforts of a recently internationalized company, as well as how these activities boost shareholder value and establish the company as a worldwide brand. In week three, we assessed this data. We have evaluated my calculations, analysis, interpretation, and evaluation during the past week in order to create a summary of the results, and I have presented my findings. This will

make it easier for the reader to comprehend a freshly internationalizing organization's plan. We have also reviewed our report to look for any mistakes. Additionally, we have recommended NEXTGEN SOURCING this week. which will enable them to make the business a globally recognizable brand.

The work breakdown structure and the chart are attached below:

3.5.2 Work breakdown:

Project name: Transforming small scale and local businesses into global brands	Task one: Data information	Sub-task-1: Establish data standards, identify data sources, verify resource availability, ascertain available instruments, and assess the extent and constraints of employing research instruments.
	Task Two: Data collection	Sub-task-2: Conduct employee observations and interviews, create questionnaires about their work practices, and decide on tactics. Obtain a variety of theoretical information from secondary sources.
	Task 3: Data analysis	Sub-task-3: choosing the right tools for the job, analyzing the data, interpreting the data, and evaluating the data.
	Task 4: Decision making	Sub-task-4: Evaluate the performance, look for mistakes, make corrections, make decisions, and offer suggestions to NEXTGEN SOURCING LTD.

Table 1. Work Breakdown

3.6 Key Findings:

Primary Research:

Surveys and interviews with 80 participants reveal that women aged 25-30 are the most significant consumers in the target markets. Popular product categories include jackets, T-shirts, and coats, emphasizing the need for continuous innovation.

Observations:

NextGen's emphasis on producing high-quality, fashionable garments has resonated well with international consumers. Use of online platforms to reach a global audience effectively.

Quantitative Analysis:

Statistical tools like regression analysis were employed to establish a relationship between branding strategies and market performance. Data presentation through surveys indicates consumer preferences, such as pattern choices and price sensitivity.

Secondary Research:

Analysis of NextGen's global branding strategies aligns with successful frameworks for internationalization, including the use of SEO and PPC for digital outreach. Examination of financial strategies like government subsidies and soft loans to support global expansion.

Importance of Branding for Global Success:

Effective branding strategies, including market segmentation and competitor analysis, are critical for small-scale businesses to establish a global presence. The study finds that maintaining a consistent yet localized brand identity enhances recognition and consumer and international Brand loyalty across international markets.

Role of Digital Marketing and SEO:

Social media marketing significantly influences brand awareness and customer engagement, with more than 60% of surveyed consumers using digital platforms for product discovery. International SEO strategies, such as region-specific domain optimization and multilingual content, improve a brand's visibility and accessibility in global markets.

Efficient Distribution and Targeted Marketing:

Intensive distribution strategies, supported by partnerships with local delivery channels, help newly internationalized businesses optimize costs while meeting consumer demand. Targeted marketing, based on demographic and psychographic insights, aligns product offerings with the specific needs of international customers.

Sustainability as a Competitive Advantage:

Consumers increasingly prioritize sustainability in products, with many surveyed respondents preferring eco-friendly and ethically produced goods. Businesses that incorporate sustainability into their strategies gain a competitive edge in global markets.

4 FINDINGS AND ANALYSIS

4.1 Respondents of the Survey

We have developed 30 survey analysis questions for this thesis using a Google Form. All of the responders are respectable Nextgen Sourcing staff members. However, the majority of survey participants represent a varied group essential to Bangladesh's manufacturer-oriented garment industry, including managers and department heads who offer firsthand perspectives on the prospects and operational constraints in a globalized market. While policymakers and government representatives provide insights into regulatory frameworks and support measures crucial to globalization, industry professionals and consultants offer more comprehensive, strategic viewpoints on the impact of globalization. Scholars and researchers improve the examination of the effects of globalization by contributing theoretical depth and contextual knowledge. Additionally, junior employees share their views on workforce dynamics, skill requirements, and internal processes, enriching the study with comprehensive, multi-faceted perspectives.

4.2 Connection to the Thesis Theme

Since the responders work for Nextgen Sourcing, a Bangladeshi clothing manufacturer, they have a direct connection to the issue. Their insights, struggles, and experiences are essential to comprehending the effects of globalization.

4.3 Relevance of the Survey

An essential part of the thesis is the survey, which was created to collect thorough information on how globalization has affected a business-to-business business in Bangladesh. It gathers comprehensive data on how globalization affects day-to-day operations and strategic choices, pinpoints particular difficulties like competition and legal restrictions, and reveals opportunities like untapped markets and technological

breakthroughs. While entrepreneurs' and managers' perspectives provide useful advice for negotiating the globalized corporate climate, input from legislators and industry specialists aids in the development of meaningful policy suggestions. Furthermore, by highlighting possible areas for cooperation among stakeholders, raising awareness of other people's problems, and pointing out research needs, the study adds to the larger conversation on globalization.

4.4 Observations

We have an understanding about Nextgen Sourcing's products by looking at the sales and production staff, the items, and the packaging. In order to satisfy the demands of global markets like Europe, Australia, South America, and North America, this company manufactures sportswear, fashion apparel, casual wear, formal wear, and safety wear. Products from Bangladesh are in high demand. It gives perfection in quality and measures market demands effectively. It makes both men's and women's apparel and exports in different nations.

SWOT analysis of Nextgen Sourcing is given below:

Strengths	Weakness
<ul style="list-style-type: none"> • Excellent quality • Appropriate quantity • Affordable price • Strategic location • Fast changing collection • Store image • Global outreach 	<ul style="list-style-type: none"> • Massive distribution • Storage • Competitors • Communication • Marketing

Opportunities	Threats
<ul style="list-style-type: none"> • High demands for fashion wear • High market growth • Market stability 	<ul style="list-style-type: none"> • Stiff competition with global companies • Dilution of brand equity • Imitation of goods

Table 2. SWOT Analysis

Data Presenting of Nextgen Sourcing is given below:

1. What is the main role of Nextgen Sourcing in the garments industry?

9 responses

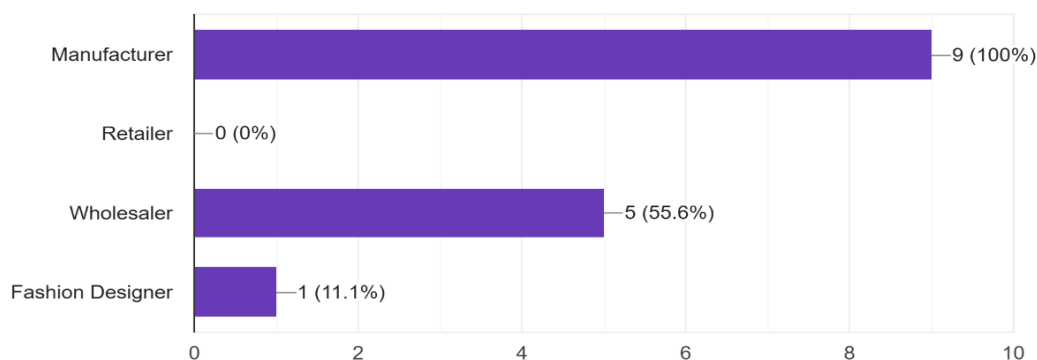


Figure 1. Main Role of Nextgen Sourcing

The production activities of Nextgen Sourcing take precedence according to market perceptions because this company functions as a manufacturer in its primary mode of operation within the garment supply chain. The survey revealed that a substantial number of respondents understood Nextgen Sourcing also engages in wholesaling activities so it may supply products to retailers while distributing to business clients. The company takes part in designing activities with clients but design activities remain limited in scope. Survey participants

failed to vote for retail functions which indicates Nextgen Sourcing does not operate a retail business for direct customer sales. Nextgen Sourcing appears to function primarily as an organization that produces and distributes garments in the fashion industry while maintaining limited direct selling and fashion design operations.

2. Which region should be the target market for Nextgen sourcing?

9 responses

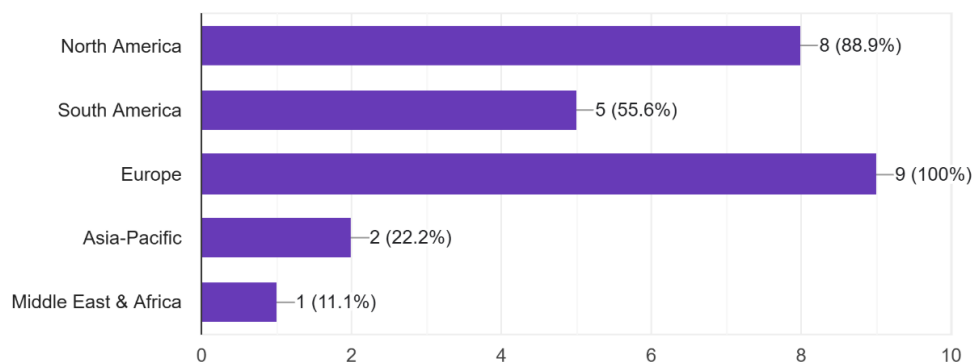


Figure 2. Target Market for Nextgen Sourcing

Research participant involved in the survey indicated that Europe (100%) represents an appropriate target market for Nextgen Sourcing operations. Also shows that North American markets represent a significantly vital market since eight survey participants prioritized this area. Five participants believed South America should be included in the market expansion plan which demonstrates medium-level market potential. Asia-Pacific represents a secondary market choice mentioned by two participants because they see limited demand opportunity in this region. The survey revealed minimal interest regarding expansion into the Middle East & African markets because only one respondent selected this sector. The company will focus its market expansion efforts on Europe and North America first due to strong purchasing power and established supply networks and quality apparel demand within these regions.

3. Which global markets have the highest demand for B2B garments?

9 responses

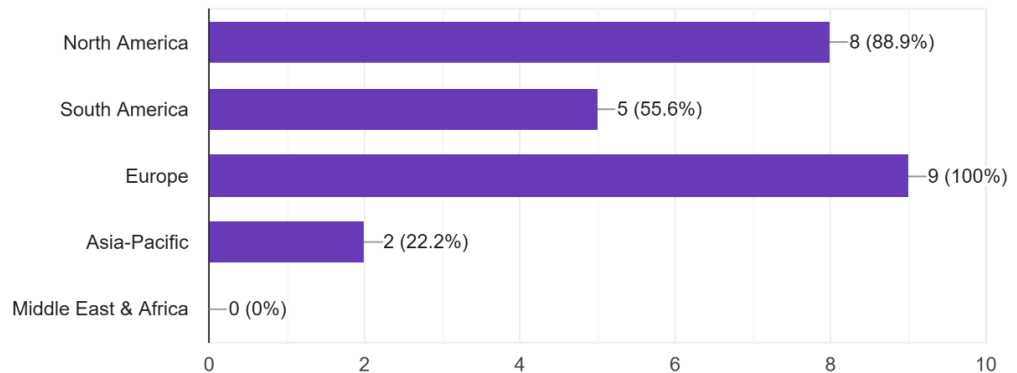


Figure 3. Highest demand for B2B garments

The surveys demonstrate that the majority of European businesses display a strong agreement for B2B garments in this market segment. Eight out of nine participants indicate they need B2B garments in North America demonstrating an extremely high market demand. The market conditions indicate robust opportunities for business-to-business garments. The market for B2B garments remains robust in South America since five out of nine participants have identified a significant demand. Asia-Pacific stands as the region with the lowest demand for B2B garments because it reveals 22.2% (2 out of 9 responses). Market Interest in B2B garments is minimal in Middle East & Africa according to the received survey data because 0% of respondents reported no demand.

4. What types of garments are in high demand in global market?

9 responses

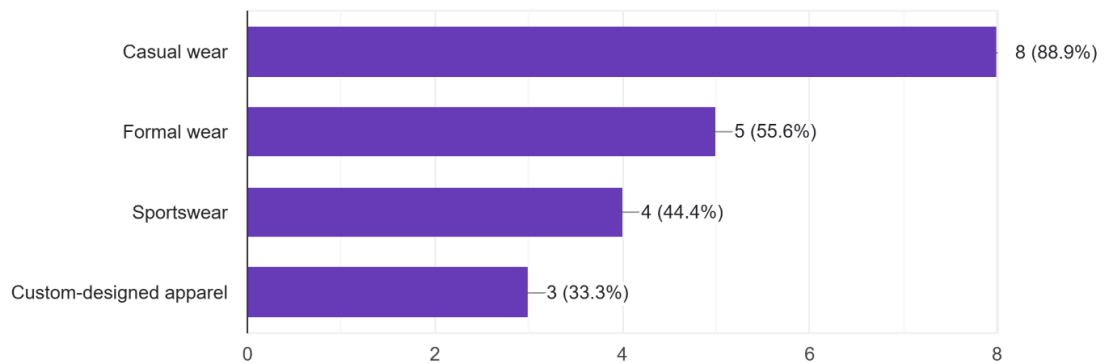


Figure 4. High Demand in Global Market

Businesses operating within the garment sector should focus on casual apparel since this category has proven to be the most highly demanded. The market research demonstrates that casual wear leads as the most desired garment category because 88.9% of participants selected it for popularity. Businesses should develop various casual wear products because their popularity demonstrates strong market demand. They should respond to market requirements for formal clothes while producing sports items and investigating opportunities for individual clothing design.

5. What level of customization can expect from Nextgen sourcing as a B2B garments supplier?

9 responses

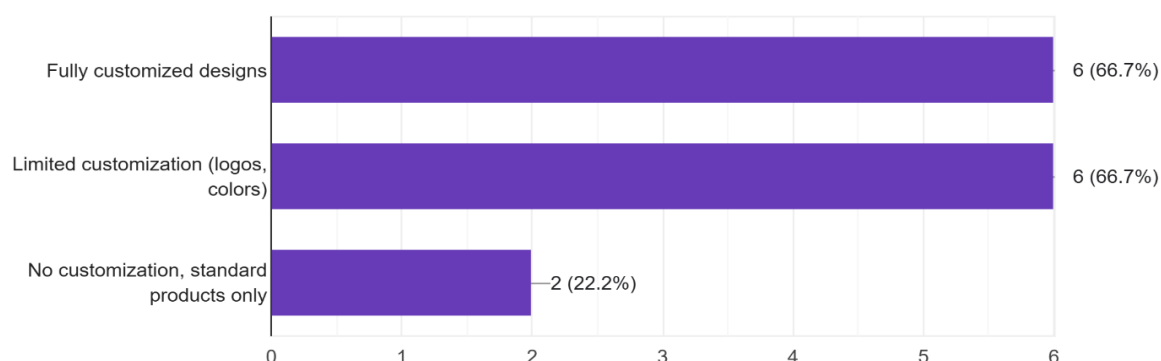


Figure 5. Customization Capabilities

This chart shows that Nextgen Sourcing should provide their target market with full and limited customization alternatives as part of their strategic approach. Their operations and systems must effectively deal with both complete customization and basic customization features. Nextgen Sourcing should make their marketing materials focus on how their customers can personalize products to meet their requirements. The company should showcase their creation of customized designs as well as logo and color modification examples to demonstrate their capabilities. Nextgen Sourcing should maintain a mix of standard and customized products to serve clients utilizing simpler and quicker solution protocols. The data shows customization should not take up too much space in their business activities. Nextgen Sourcing needs to build communication with their clients to learn exactly which modification requests they require. Nextgen Sourcing can use this information to improve their offerings and verify they provide the required products in the market effectively. The strong personalization features Nextgen Sourcing provides enable them to stand apart from standard products offered by competitors. Nextgen Sourcing can differentiate themselves from competitors who only offer standard products.

6. What are the most important factors Nextgen sourcing should consider when choosing a B2B garments supplier?

9 responses

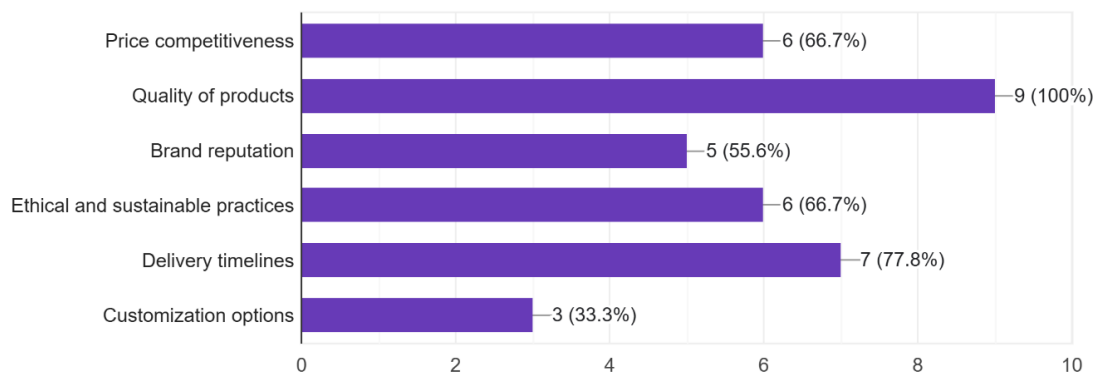


Figure 6. Key Factors for Nextgen Sourcing

The survey reveals that product quality stands as an essential criterion since every respondent named it vital. The majority of Nextgen Sourcing participants (77.8%) view product speed to market as their top priority over other factors because the company focuses on delivering premium-quality garments. Reliable together with timely delivery appears to be an essential requirement for Nextgen Sourcing. Survey results show that price competitiveness together with ethical & sustainable practices hold the same level of importance for 66.7% of respondents. Nextgen Sourcing handles expense challenges alongside maintaining ethical sources for their products. The surveyed respondents view brand reputation as a crucial factor for partnership when they select suppliers (55.6%). The need for customization options ranks lowest as an important factor according to survey respondents whose percentage answering thus comes to 33.3%.

Analysis and Implications: The selection of a B2B garment supplier for Nextgen Sourcing should focus on those who demonstrate consistent quality performance together with reliable delivery dates. Nextgen

Sourcing should analyze factors including cost as well as moral standards and public perceptions of their suppliers. This segment of supplier capabilities is less relevant in supply decisions but remains an essential aspect for assessment. Nextgen Sourcing uses quality demands and delivery speed excellence to negotiate better contracts with their supplier options. The company can discuss ethical standards as well as price points during supply negotiations. Nextgen Sourcing needs to investigate all possible suppliers by evaluating their quality control methods alongside delivery performances and ethical standards as well as brand rankings.

7. What words come to mind when you think of Nextgen Sourcing?

9 responses

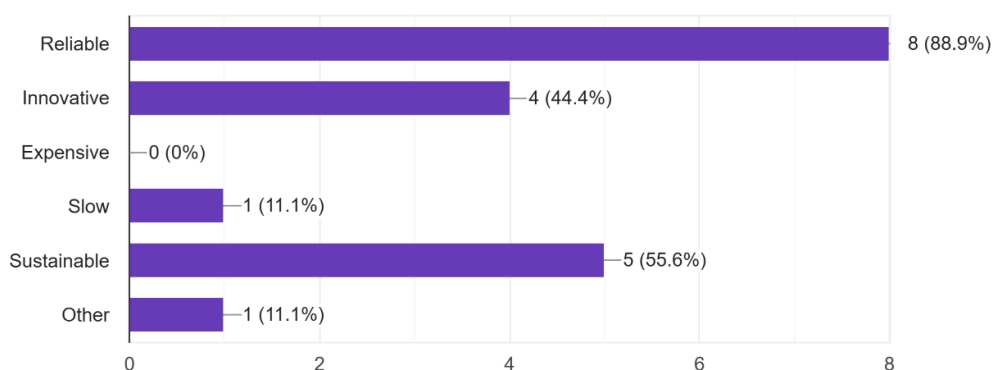


Figure 7. Thinking of Nextgen Sourcing

Nextgen Sourcing maintains an established reputation because customers view it as dependable and environmentally conscious. 88.9% of survey participants declared Nextgen Sourcing as a dependable organization with a reputation for being reliable. The survey demonstrates sustainable practices at Nextgen Sourcing draw public attention and get recognized for their value according to 55.6% of respondents. Perceptions about Nextgen Sourcing innovation exist yet they do not match the intensity of reliability or sustainability perceptions

according to 44.4% of respondents. According to survey participants Nextgen Sourcing shows no sign of being expensive (0 responses) which indicates a positive aspect. The survey result shows that most participants (88.9%) do not see Nextgen Sourcing as slow since only one person used the term (11.1%). The reliability perception which strongly associates with Nextgen Sourcing acts as an essential foundation for business success. The company must evaluate concerns regarding performance speed together with "Other" category feedback to create solutions for future development.

8. How important is sustainability and ethical sourcing for a garment's supplier?
9 responses

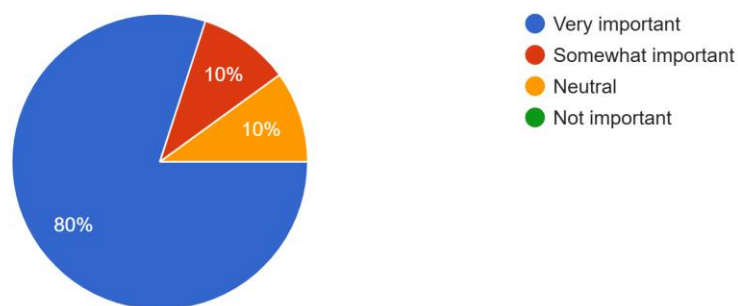


Figure 8. Sustainability and Ethical Sourcing

Business establishments value sustainable ethical production methods across their clothing processes according to data reports. Businesses successful in achieving sustainability and morality outperform competitors within the same market. The understanding of social and environmental consequences by business leaders makes these factors highly important. The supplier selection process of Nextgen Sourcing and other companies should contain suppliers accomplished in sustainability practices along with ethical conduct excellence. The preferred suppliers must earn applicable certifications and deliver fair labor practices in conjunction with open supply chain supervision.

Brands providing promotional materials about sustainable production and responsible sourcing generate improved corporate reputation as well as increased brand visibility among customers. A garment supplier that demonstrates deep determination concerning sustainability plus ethical operations establishes substantial business advantages when competing with suppliers who do not share this commitment.

Analysis and Implications: Survey participants strongly agreed that sustainability together with ethical sourcing represent critical aspects for garment supplier businesses. Garment businesses must adopt responsible practices because supplier selection depends on evaluating these essential factors based on the study results. The study findings support previous research on sustainable shopping behaviors while working from a restricted sample group.

9. What factors would make Nextgen sourcing build trust as a new B2B garments supplier?
9 responses

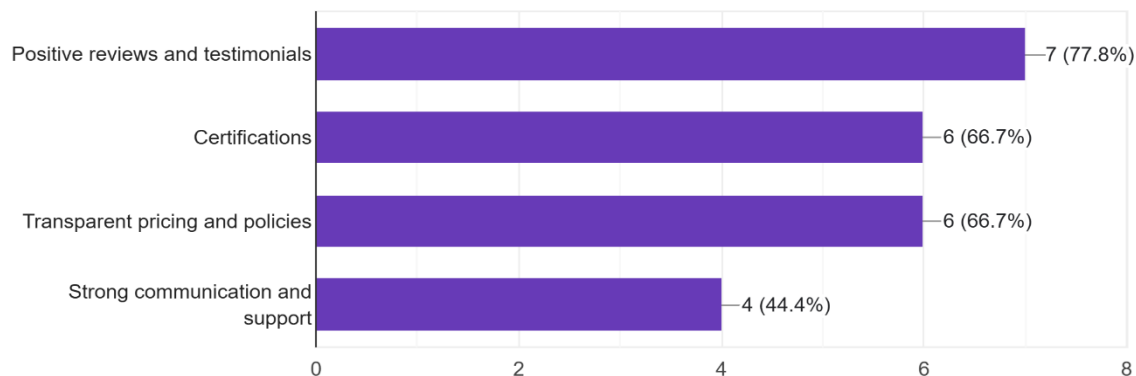


Figure 9. Trust Building as a new B2B Supplier

The company must uphold honest reviews together with certification visibility and operational clarity to establish business trust with its B2B garment supplier clients. Clients establish higher levels of trust through quality evidence over reliable and ethical standards as well as strong

communication. Nextgen Sourcing needs to place these key components at the forefront of its business strategy to establish trust when competing to serve B2B garment clients as a new provider. Nextgen Sourcing should transform customer review acquisition into its highest priority objective. Nextgen Sourcing will attain substantial trust improvements from certification standards that demonstrate their commitment to quality measures and sustainable practices and ethical behavior. Both certifications verify that Nextgen operates with strict standards throughout their business activities.

Analysis and Implications: The Company needs to display clear pricing information alongside transparent policies that clients and staff members should be able to see and follow uniformly. The practices implemented to reduce doubt and boost confidence among customers work as an effect of this method. Nextgen Sourcing Should Constantly Interact With Customer Reviews Online And Implement A Thorough Reputation Management System To Gain Trust From Their Clients. Nextgen's success depends on sending information relevant to their

customers instead of sustaining non-crucial communications.

10. What improvements would make Nextgen Sourcing more competitive?

9 responses

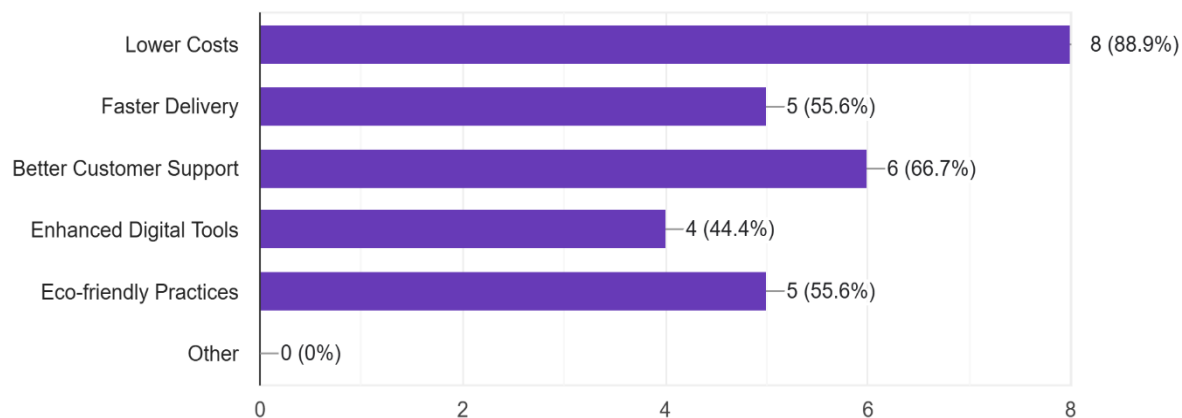


Figure 10. Make Improvements.

Survey respondents identified lower costs as the primary driver of competition success because 88.9% of them named this factor crucial for competitiveness. Acceptable customer service quality is a main concern because 66.7% of participants want Nextgen Sourcing to provide better support and customer experiences. 55.6% of survey participants emphasized the need for Nextgen Sourcing to manage their logistics operations and improve their sustainability initiatives. 44.4% of respondents indicated that Nextgen should focus on enhancing their digital tools since this area contributes significantly to competitiveness.

Analysis and Implications: Nextgen Sourcing should minimize cost reduction together with customer support enhancement and delivery performance improvements with sustainability measures to gain better market placement. Besides cutting expenses Nextgen Sourcing should spend in digital tools to improve their operational success. Nextgen Sourcing will establish better market control by focusing on these essential areas to gain more customers. Nextgen Sourcing should invest

in technology training for staff members. Organizational improvements in the supply chain and logistics systems tend to reduce product delivery times. Nextgen Sourcing should research viable options which would improve their shipping and delivery methods. Nextgen Sourcing must examine how their direct competitors perform regarding pricing and customer support because it will help those spot areas to differentiate their product and outperform rivals.

11. What challenges will face Nextgen sourcing as a B2B garments company entering the global market?

9 responses

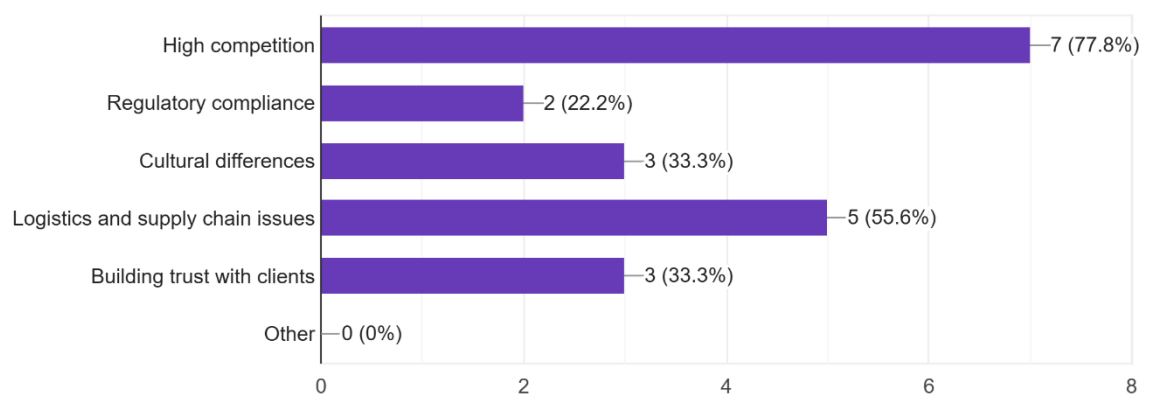


Figure 11. Global Market Challenges

Most of the respondents (77.8%) cited intense competition as the biggest challenge. It implies that it is essential to differentiate and position strategically against very well-established competitors in order to enter the international apparel market.

Logistics and supply chain difficulties were mentioned by more than half of the respondents (55.6%). This mirrors the challenge in overseeing worldwide supply chains, including managing inventory, shipping, and coping with disruption.

A third (33.3%) of the participants identified cultural differences as a probable obstacle. This suggests that Nextgen Sourcing might have to modify business procedures, marketing campaigns, and communication styles to meet various cultural expectations and norms when operating in international markets. Similarly, 33.3% of participants referred to the challenge of gaining customers' trust. This implies building trust and retaining good client relationships in new overseas markets is important.

22.2% of the respondents mentioned regulatory compliance. This indicates that although it is a problem, it is seen to be less daunting than supply chain and competitiveness issues, but is still important in coping with international trade regulations and norms.

That none of the responders chose the "Other" option means that the solutions offered fully addressed observed challenges.

Analysis and Implications: Nextgen Sourcing needs to pay attention to cost leadership, product differentiation, and strategic alliances in addition to supply chain efficiency and responsiveness to alleviate competitiveness concerns. In order to deal with cultural differences and trust issues, investments need to be directed towards cross-cultural training, local market familiarization, and open firm processes. Less of an issue but still requiring attention is regulatory compliance with import/export laws, international trade agreements, and national law for an orderly entry into the market.

12. What type of content find most useful from a B2B garments supplier?

9 responses

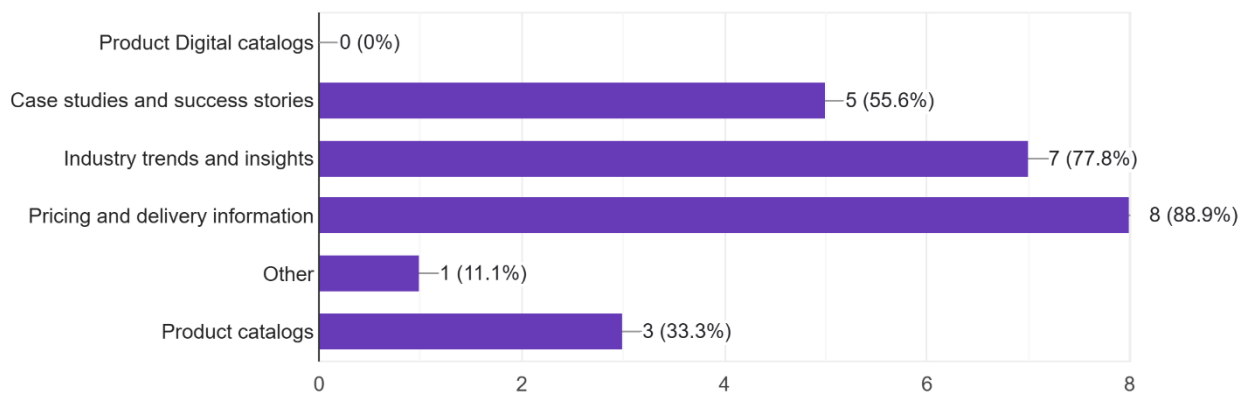


Figure 12. Valuable Content from a B2B Garment Supplier

Most respondents (88.9%) are of the opinion that price and delivery details are the most useful content.

This emphasizes that cost and logistics models should be simple and not too complex since this is a B2B decision-making requirement.

Industry insights and trends are useful, say 77.8% of respondents. This means B2B buyers need market research and data-filled contents to remain competitive and aligned with shifting marketplace elements.

Most respondents (55.6%) prefer case studies and success stories. This indicates how social proof and real-life examples of successful partnerships can establish a supplier's credibility and reputation.

One-third of the respondents (33.3%) prefer traditional product catalogs, indicating the requirement for detailed product information to facilitate buying decisions. The fact that none of the respondents preferred digital catalogs was surprising. The lack of popularity of other digital content formats or the notion that digital catalogs are less complete or dependable than other types of material may be the reasons

for this. One participant chose the "Other" option, reflecting a specific need that was not met by the pre-provided choices.

Analysis and Implications: Nextgen Sourcing must concentrate on delivering comprehensive cost analysis, viable delivery timelines, and thought leadership to effectively engage B2B clients, given their significant need for pricing, delivery details, and market insights. The trend toward utilizing case studies and testimonials highlights the necessity of showcasing significant outcomes to establish trust and influence purchasing decisions. Additionally, it is crucial to investigate the reasons behind the lack of interest in digital catalogs, which may stem from usability challenges, poor design, or insufficient product information. Enhancing interactivity in digital catalogs may be achieved through improved formats or interactive features.

13. What kind of after-sales support should expect from a B2B garments supplier?

9 responses

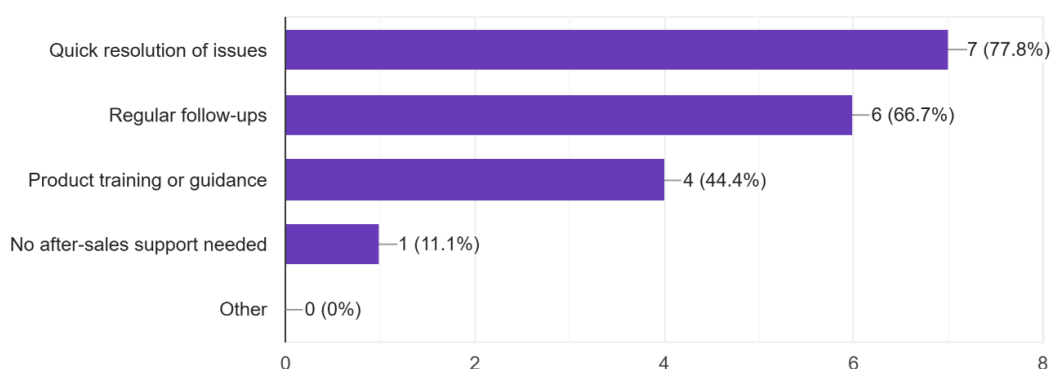


Figure 13. After-Sales Support

77.8% of the respondents prefer this form of after-sales service, and hence it is most crucial. This serves to underscore how critical it is for suppliers to rectify problems in an efficient and timely manner.

Significantly, 66.7% of the respondents want regular follow-ups. This means customers value further assistance and contact following the purchase.

Product instruction or training is worth it, according to 44.4% of the respondents. This would mean that some materials or clothing may need special care or expertise.

Only 11.1% of the sample said that they do not need post-purchase support. This indicates that most buyers expect some type of support. Because none of the respondents marked "Other," it seems that the options provided did a good job of covering the types of support wanted.

Analysis and Implications: Suppliers need to give importance to resolving problems by investing in infrastructures that facilitate rapid response to issues, such as support personnel and effective communications systems. Regular follow-up procedures demonstrate commitment and reinforce customer relationships further. Adequate training for products, especially complicated ones, must be carried out in diverse formats such as online documentation and seminars. It is vital to understand the significance of after-sales service, proactively serving instead of responding to customers' inquiries. Responsiveness and communication are fundamental in establishing trust and improving customer satisfaction. The support must also be directed to address specific customer requirements, leveraging feedback to continuously improve after-sales experiences.

14. How important is a strong online presence (website, social media, etc.) for a B2B garments company?

9 responses

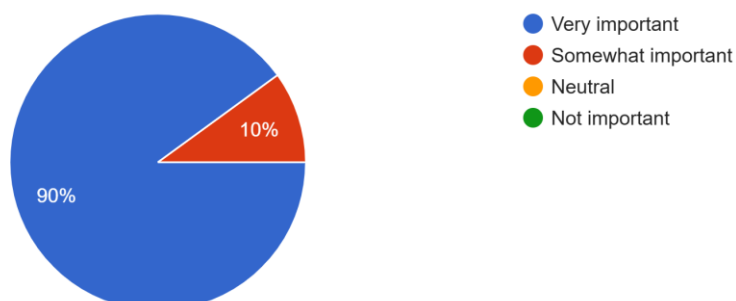


Figure 14. Building a Strong Online Presence

90% of the respondents consider a strong web presence as "Very Important," and 10% are indifferent on the matter. Surprisingly, no respondents said that it is "Somewhat Important" or "Not Important."

Analysis and Implications: For fashion B2B businesses, a solid internet presence is vital for maximizing exposure to prospective buyers. An informative, helpful, and good-looking website is crucial as it should facilitate product and service sales and be search engine optimized. Social media is a significant medium for lead generation and brand development, with the need to determine appropriate channels to the target market and developing an effective content strategy. Increased spending on internet marketing, including email marketing, social media marketing, and search engine optimization, can further improve visibility. Companies can demonstrate their expertise through the publication of knowledgeable articles and client testimonials. Second, responsive web design and social media presence are also prerequisites of good customer service. To remain in business, companies should engage with the industry online, be involved in linked communities, and adhere to changing digital trends.

15. How important is sustainability in your sourcing decisions?

9 responses

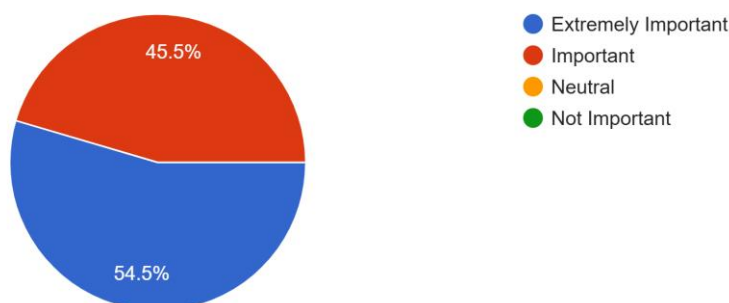


Figure 15. Sustainability in Sourcing

According to the survey, 54.5% of respondents score sustainability as "Important," while 45.5% score it as "Extremely Important." Surprisingly, not one respondent ticked that it is "Not Important."

Analysis and Implications: Sustainability is increasingly important in procurement choices, so suppliers need to adopt sustainable business practices for competitiveness. Buyers demand traceability and transparency regarding social and environmental impacts of products. Suppliers need to investigate the integration of green raw materials and environmentally friendly manufacturing practices that conserve resources and reduce waste. Gaining recognized certifications such as GOTS, OEKO-TEX, and Fair Trade can confirm a supplier's sustainability and establish credibility.

It is critical to promote sustainability initiatives through internet platforms, including websites and social media, to demonstrate environmental and social governance commitment. Collaboration with like-minded suppliers can provide a sustainable supply chain and attain the growing consumer momentum towards ethical purchasing. Circular economy practices such as recycling and take-back programs can also minimize waste and maximize a sustainable business strategy.

16. What financing model would attract you to a global sourcing partner?

9 responses

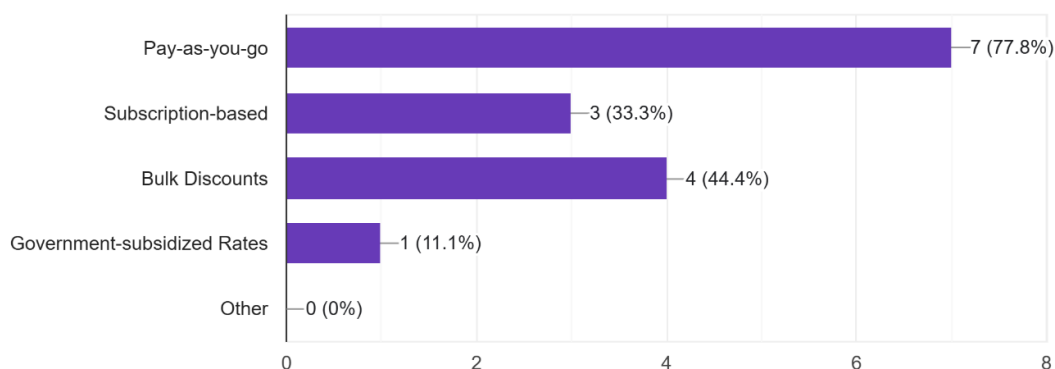


Figure 16. Attractive Financing Models

The most appealing funding model is pay-as-you-go, which was chosen by 77.8% of respondents (7 of 9). This shows that flexibility and paying only for what is used are highly preferred.

Bulk discounts appeal to 44.4% of the respondents (4 of 9), indicating the value of price reductions for bulk orders.

Based on subscriptions: The subscription model of business attracts 33.3% of the respondents (3 out of 9), indicating a possible demand for stable, continuous services.

The percentage of respondents who are interested in government-subsidized rates is merely 11.1% (1 of 9). Other: Since none of the interviewees chose "Other," it is likely that the options listed captured the financing models that they preferred.

Analysis and Implications: Flexibility in payment options is critical for clients, who prefer pay-as-you-go systems to avoid long-term commitments and only pay for actual usage. Cost savings, particularly through bulk purchases, are attractive, suggesting a need for competitive pricing strategies. While subscription models may offer

predictability, they are less popular; thus, tiered packages might enhance their appeal. Government-subsidized pricing is not a major draw, indicating a need for value-based solutions. Tailored financing options should align with customer requirements, complemented by clear and transparent pricing to prevent unexpected bills. Furthermore, providing value-added services alongside financing options can enhance service attractiveness. Ultimately, trust and a strong service relationship, along with flexible payment choices, are key determinants for client satisfaction.

17. What would be the preferred pricing model when working with a B2B garments supplier and buyers?

9 responses

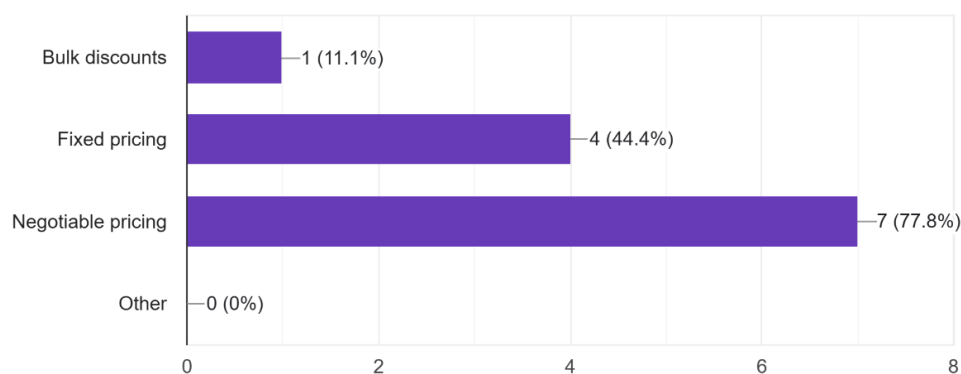


Figure 17. Preferred Pricing Models for Suppliers and Buyers

77.8% of the interview respondents (7 out of 9) picked this price point as the preferred choice. This points to the overwhelming desire for price flexibility and adjustment according to individual needs and order quantities.

There must be transparency and predictability, as indicated by the 44.4% of who choose set price.

As a stand-alone choice, merely 11.1% of the sample (1 out of 9) choose bulk discounts.

No one selected "Other," which implies that the provided options captured the preferred price schemes.

Analysis and Implications: Prices must be negotiable, which brings to the fore the need for suppliers to possess flexible pricing mechanisms that shift with the size of the order and the duration of the relationship. Though price stability and transparency are also desired, suppliers must have transparent discussion about what drives prices. Bulk discounting can readily be incorporated in negotiated terms as tiered discounts, though it was not a top priority.

Building good customer relationships through open communication and value-added services is crucial to enriching the overall transaction. Easy and transparent pricing policies need to be in place for the suppliers to maintain balance in terms of competitiveness, flexibility, and consistency. And lastly, responsive pricing strategies that earn customers' trust and confidence can lead to long-term relationships.

18. What is your annual procurement/sourcing budget?

9 responses

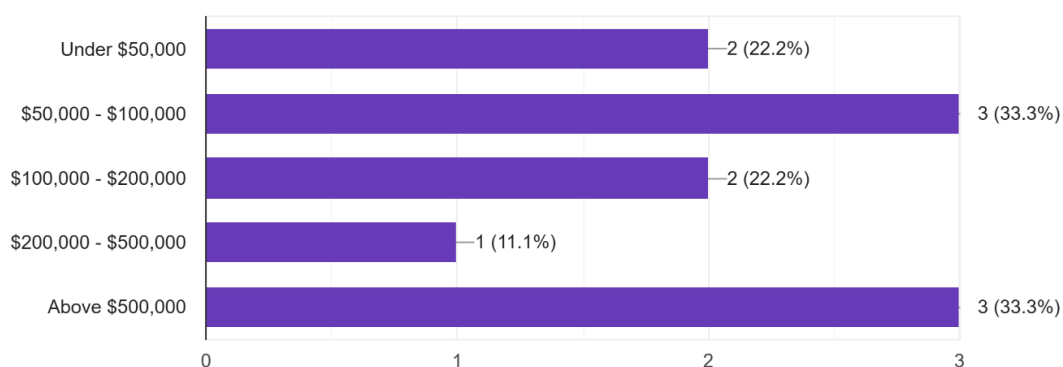


Figure 18. About Annual Procurement/Sourcing Budgets

The most common budget category, with 33.3% of the sample (3 out of 9) in this category, is \$50,000 to \$100,000.

Over \$500,000. Additionally, 3 out of 9 or 33.3% of respondents have budgets greater than \$500,000. This would mean that the majority of respondents are big buyers.

Under \$50,000 and \$100,000 to \$200,000: 22.2% of the respondents (2 out of 9) were in either of these groups.

\$200,000 to \$500K: It holds only 11.1% (1 out of 9) of the respondents.

Analysis and Implications: According to the research, suppliers must provide specialized solutions and products because their clients are different and have different budgets. The main segments of the market are high-budget clients with over \$500,000 and low-to-mid-budget clients with \$50,000 to \$100,000, indicating that the emphasis is on large and mid-size customers. Suppliers must offer scalable solutions with multi-tiered pricing and variable production capacity that cater to small and large orders.

Financial awareness is essential since it encourages suppliers to offer cost-effective options, competitive pricing, and volume discounts. For large accounts, especially those with more than \$500,000 budgets, building trust relationships through individualized attention and dependability is crucial.

Additionally, marketing to lower-budget segments may be achieved by highlighting specialist niches with specialized products.

Different budget segments may also be addressed by offering tiered packages of services. Lastly, in order to engage and touch the target market, investment in sales and marketing channels will be required, such as attending industry conferences and using web-based platforms.

19. How critical is global supply chain diversification to your business strategy?

9 responses

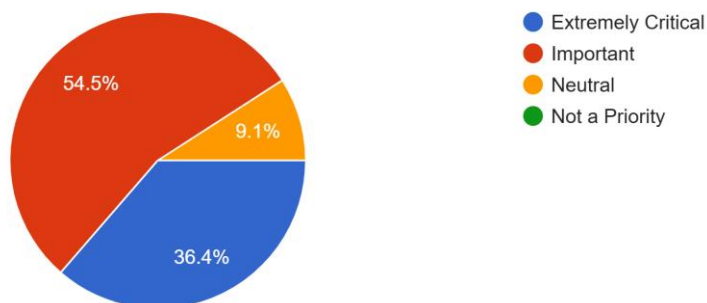


Figure 19. Global Supply Chain Diversification

The pie chart clearly indicates that business diversification in the global supply chain is considered important or highly critical by a vast majority (90.9%) of respondents. There is clear consensus on the need for diversification in business models. The very low percentage of neutrality is that although the majority enjoy it, there may be some indifferent people or who have some situations where it is less important. The absence of any "Not a Priority" responses confirms the general agreement as to the importance of this strategy.

Analysis and Implications: The paper highlights the importance of diversity in supply chain management as a means to effectively manage economic, natural, and geopolitical risks. It argues that diversification enhances supply chain resilience, ensuring continuity during disruptions and providing the flexibility needed to respond to changing customer demands. Furthermore, it suggests that access to a broader range of resources and knowledge can foster innovation and improve quality, while also lowering costs through enhanced competitiveness. Geographical diversification is recommended to mitigate reliance on specific locations, and successful supply diversification relies on strong supplier management characterized by cooperation and communication. Finally, the integration of sustainable practices along with technology

and data analysis is posited to further increase supply chain effectiveness.

20. What is the maximum delivery lead time for Nextgen sourcing is willing to accept for garment orders?

9 responses

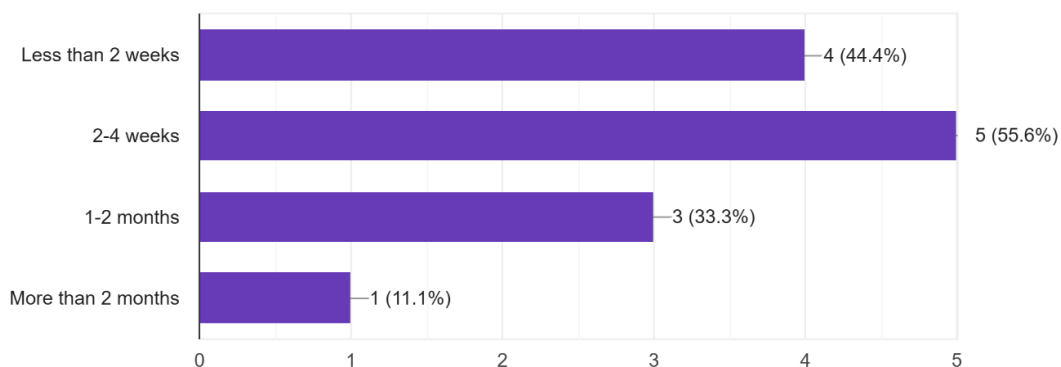


Figure 20. Maximizing Efficiency

It shows the percentage and number of answers (out of 9) by lead time range.

According to 55.6% of the respondents, this is the most acceptable lead time (5 out of 9).

This indicates that comparatively short turnaround times are greatly preferred.

The vast majority of customers prefer rapidity and simplicity, as shown by 44.4% of the sample (4 out of 9) expressing satisfaction with lead times of less than two weeks.

One to two months is sufficient to 33.3% of the group (3 of 9).

Just 11.1% (1 in 9) of the respondents said they would be prepared to accept lead times of more than two months.

Analysis and Implications: The concept of "Nextgen sourcing" emphasizes the critical importance of speed and efficiency in supplier operations. Suppliers are expected to achieve lead times of 2-4 weeks to remain competitive, with a growing demand for even faster deliveries of under 2 weeks. Lead times extending beyond 2 months are deemed unacceptable and may jeopardize supplier relationships.

To optimize supply chain performance, suppliers should focus on streamlining production, enhancing logistics, and incorporating new technologies. Transparent communication regarding lead times is essential, as is effective inventory management to ensure materials are available when needed. Additionally, exploring local sourcing and nearshoring can further reduce transportation times and boost responsiveness. Leveraging technology is also crucial for improving communication and logistics, ultimately leading to enhanced efficiency and reduced lead times.

21. Which logistics and shipping options should "Nextgen sourcing" prefer?

9 responses

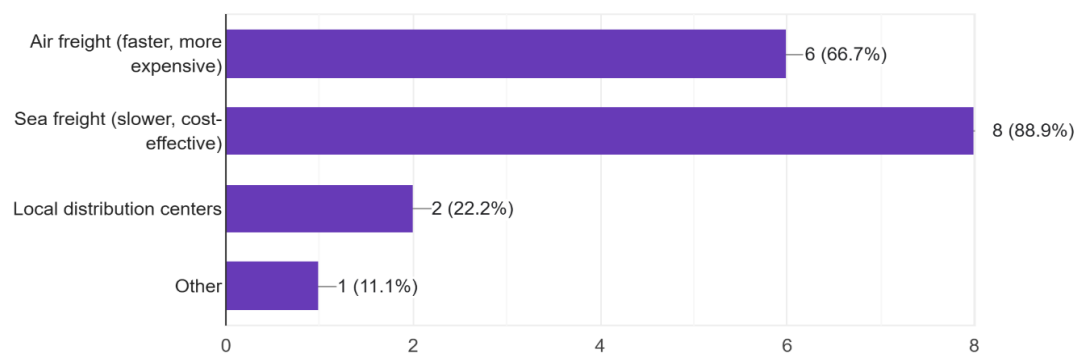


Figure 21. Optimizing Logistics and Shipping

The most popular choice, chosen by 88.9% of respondents (8 out of 9), is sea freight (slower, cost-effective). This suggests that cost-effectiveness is highly valued.

Faster but more expensive: 66.7% of respondents (6 out of 9) said they prefer air freight, indicating that they are willing to pay more for speed when it's required.

Local Distribution Centers: Two out of nine respondents, or 22.2% of the sample, indicated that they would prefer local distribution centers, suggesting that they may be interested in localized logistics solutions.

11.1% of respondents (1 out of 9) chose "Other," indicating that there may be additional favored selections that aren't on the list.

Analysis and Implications: "Nextgen sourcing" emphasizes cost-effectiveness, favoring sea freight while still utilizing air freight for urgent needs, indicating a willingness to invest in speed when necessary. There is a noticeable trend toward in-region logistics, utilizing local warehouses to improve efficiency and reduce expenses. Flexibility in logistics services is critical, accommodating both rapid air freight and affordable sea freight options. Additionally, there is an increasing demand for supply chain visibility, with a focus on real-time tracking and transparency in delivery choices. Sustainability concerns are becoming paramount, compelling logistics providers to offer environmentally friendly solutions. It is important to recognize that certain logistics preferences may not be captured in surveys, underscoring the need for providers to remain informed of industry trends. Finally, tailored logistics solutions that align with the specific needs of "Nextgen sourcing" are essential for establishing effective partnerships.

22. What are your top three challenges when sourcing internationally?

9 responses

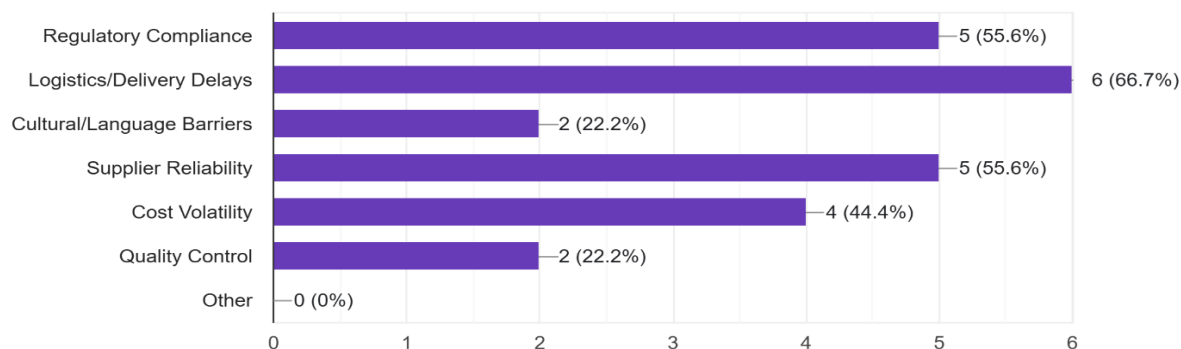


Figure 22. Top Three Challenges in International Sourcing

66.7% of the respondents (6 out of 9) chose this as the most significant challenge.

Regulatory Compliance and Supplier Reliability: 55.6% of the respondents (5 out of 9) chose each of these issues, placing them second.

Four out of the nine respondents, 44.4% of the total, responded that cost variation is a significant deterrent.

Quality control and cultural/linguistic barriers are related, as 22.2% of the respondents (2 of 9) chose each issue. None of the survey respondents chose "Other," which shows that the major issues were addressed by the solutions offered.

Analysis and Implications: Reliable supply chains hinge on timely delivery and logistics, necessitating collaboration with professional freight forwarders to minimize delays and bolster logistics planning. Companies should be well-versed in local regulations and foster strong supplier relationships to ensure reliability and compliance. To counteract price volatility, strategies such as long-term contracts, currency

hedging, and vendor diversification are vital. While cultural and quality concerns might seem less pressing, they require attention through stringent quality control, language support, and training. Successful management of these issues relies on trust and open communication with suppliers. Leveraging data analytics and technology enhances risk identification, shipment tracking, and supplier performance assessment. Establishing contingency plans for unexpected challenges, including delays and regulatory changes, is crucial. Finally, continuous monitoring and evolving sourcing strategies are essential for improving foreign procurement processes.

23. How do you most important criteria for evaluation sourcing partners?

9 responses

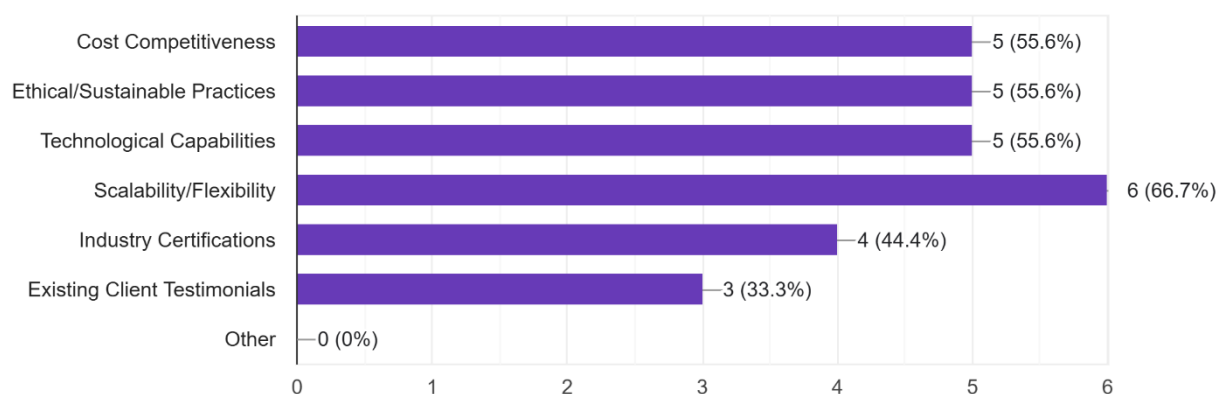


Figure 23. Key Criteria for Evaluating Sourcing Partners

With 66.7% of responders (6 out of 9) choosing this criterion, it is the most significant.

With 55.6% of respondents (5 out of 9) choosing each of the three criteria—cost competitiveness, ethical/sustainable practices, and technological capabilities—these three factors are tied for second place.

Industry certificates are considered an essential criterion by 44.4% of respondents (4 out of 9).

Testimonials from Current Clients: 33.3% of respondents (3 out of 9) think that current client testimonials are significant.

Since none of the respondents chose "Other," it is likely that the options offered satisfied the main evaluation criteria.

Analysis and Implications: Businesses today emphasize the importance of scalable and flexible sourcing partners who can adapt to evolving demands. Key considerations include cost competitiveness, adherence to ethical and sustainable practices, and technological capabilities that enhance efficiency and quality. Industry certification plays a crucial role in evaluating a partner's quality and compliance, while existing client feedback is invaluable for assessing reliability and performance.

Organizations seek long-term relationships with partners who can fulfill diverse needs, reinforcing the necessity of thorough due diligence during the evaluation process. This includes verifying capabilities, certifications, and customer testimonials. Successful partnerships thrive on open communication, requiring businesses to select partners who are communicative, responsive, and cooperative. Additionally, alignment in core values and ethical principles is essential for fostering meaningful partnerships.

24. What type of partnership model do you prefer with sourcing providers?

9 responses

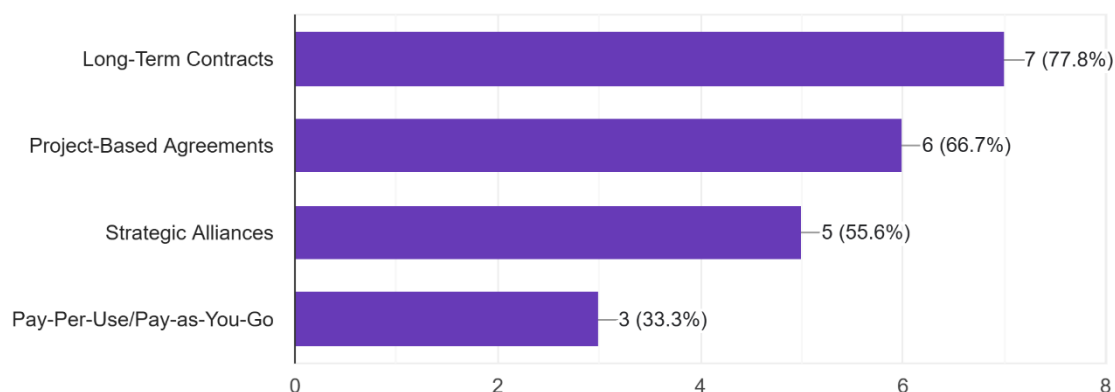


Figure 24. Preferred Partnership Model

Seven out of nine respondents, or 77.8%, chose this cooperation model as their preferred one.

Six out of nine respondents, or 66.7%, said they favor project-based agreements.

Five out of nine respondents, or 55.6%, expressed interest in strategic collaborations.

Pay-per-use/pay-as-you-go arrangements are preferred by 33.3% of respondents (3 out of 9).

Analysis and Implications: Businesses prefer long-term contracts for stability and enduring partnerships, while interest in project-based agreements reflects the need for flexibility for specific tasks. Strategic alliances are also favored for collaborative growth and shared objectives. Although pay-per-use models offer flexibility, they are less popular, highlighting a preference for stability and lasting partnerships. Sourcing providers should offer diverse partnership models, including flexible terms, project-based options, and strategic alliances, to meet varying

business needs. Regardless of the model, successful partnerships require trust, collaboration, clear communication, transparency, and a shared commitment to success. Businesses should choose sourcing providers that deliver long-term value and align with their strategic goals.

25. How important is real-time data transparency (inventory tracking, shipment updates) in your sourcing operations?

9 responses

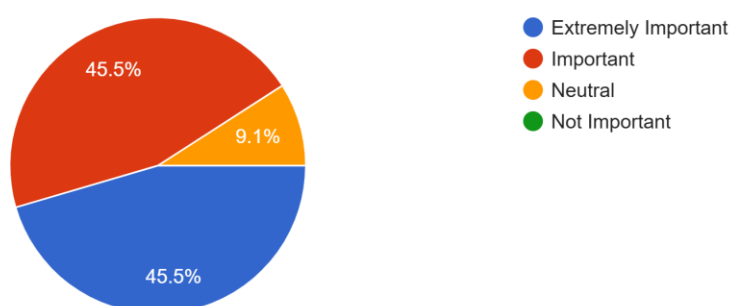


Figure 25. Real-Time Data Transparency

45.5% of them consider real-time data transparency to be Extremely Important, while another 45.5% consider it Important. The difference is with 9.1% who are indifferent about the matter, and not a single one of the respondents considered it Not Important.

Analysis and Implications: Real-time data transparency allows businesses to make quick, informed decisions, enhancing inventory management, logistics optimization, and responsiveness to market changes. It also provides supply chain visibility, helping identify bottlenecks, mitigate risks, and improve efficiency.

Accurate real-time shipment updates enhance customer service, while data-driven insights optimize processes, reducing costs and boosting productivity. Investing in technology solutions like ERP systems, supply

chain software, and IOT devices is essential for achieving this transparency.

It also fosters better collaboration and communication with sourcing partners, improving coordination and minimizing errors. Businesses that leverage real-time data transparency gain a competitive edge by delivering superior service and responsiveness.

26. What is the most effective way for a B2B garments manufacturer company to reach out to potential clients?

9 responses

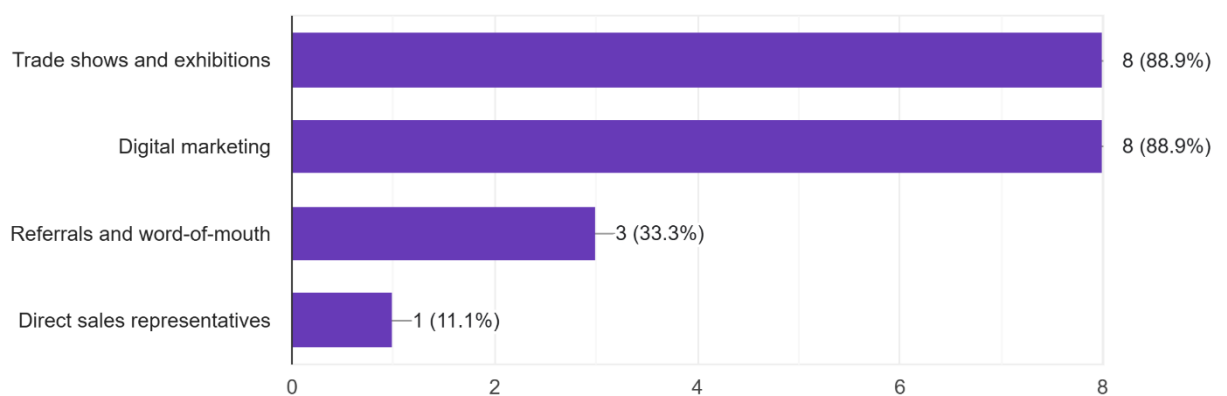


Figure 26. Effective Strategies for B2B Garment Manufacturers

With 88.9% of the participants (8 out of 9) choosing each of these means, they are both the most effective means. This suggests that there is overall agreement regarding the importance of both online and offline networking.

Three of nine, or 33.3%, believe that word-of-mouth and referrals are effective.

Direct sales reps are the most productive according to just 11.1% of interviewees (1 in 9).

Analysis and Implications: A dual strategy of trade shows/exhibitions and online marketing is the most effective way for manufacturers to reach potential clients. Investing in both maximizes outreach, with trade shows enabling product showcases and relationship-building, while online marketing boosts brand visibility and lead generation.

Referrals and word-of-mouth remain valuable, but direct sales are less effective in the B2B garment sector, prompting a need to rethink this approach. Manufacturers should integrate online and offline campaigns for a cohesive brand experience, target ideal customers strategically, and track campaign performance to optimize results.

27. How does your organization mitigate risks in global sourcing?

9 responses

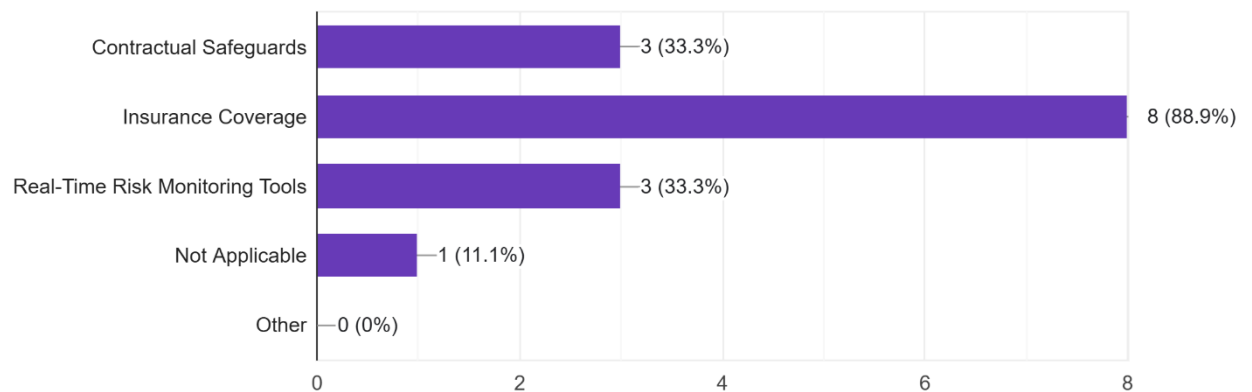


Figure 27. Mitigating Risks in Global Sourcing

Insurance Coverage is the most popular risk mitigation strategy, favored by 88.9% of respondents, highlighting its importance in loss protection.

Contractual Safeguards and Real-Time Risk Monitoring Tools are also favored by 33.3% of respondents each. Whereas 11.1% responded that risk mitigation strategies are not relevant to their organization. No

respondents selected "Other," indicating the options available covered the primary risk mitigation strategies.

Analysis and Implications: Insurance is essential for risk mitigation in global sourcing, protecting businesses from shipping delays, damage, and political unrest. Contractual protections, including clear terms and dispute resolution processes, help minimize legal and financial risks. Organizations should utilize real-time monitoring tools to track shipments and evaluate supplier performance. An integrated strategy combining contracts, insurance, and monitoring is crucial. Ongoing risk evaluation, supplier due diligence, and contingency plans for disruptions are also necessary to reduce potential risks.

28. How influential are sustainability certifications (e.g., ISO 14001 internationally recognized standard for environmental management systems (EMS), in selecting a sourcing partner?

9 responses

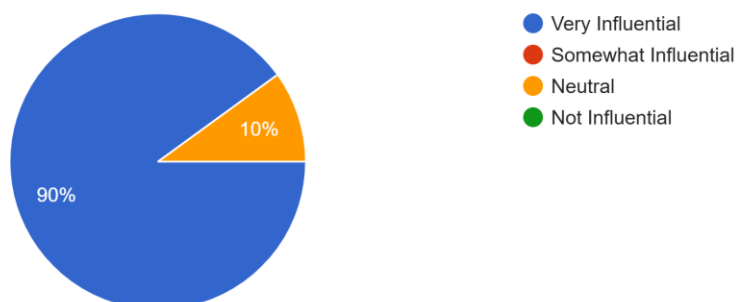


Figure 28. Sustainability Certifications

The key insight from the pie chart is that 90% of respondents rate sustainability certifications (like ISO 14001) as "Very Influential" in deciding a choice in choosing a sourcing partner.

This is a strong indicator of the utmost importance placed on sustainability and environmental stewardship throughout the hiring process.

Analysis and Implications: Sustainability certifications, like ISO 14001, are a key factor in selecting sourcing partners, reflecting the growing importance of environmental responsibility in business decisions. These certifications offer transparency, accountability, and build trust with customers and stakeholders. ISO 14001, as a benchmark, signals a commitment to continuous improvement and regulatory compliance. While most respondents view certifications as highly influential, the neutral response suggests some businesses may not prioritize them due to cost or industry factors. Encouraging sustainability certifications among partners can promote sustainability across the supply chain, fostering a responsible and resilient ecosystem.

29. How satisfied are you with Nextgen Sourcing's use of technology in the following areas?

9 responses

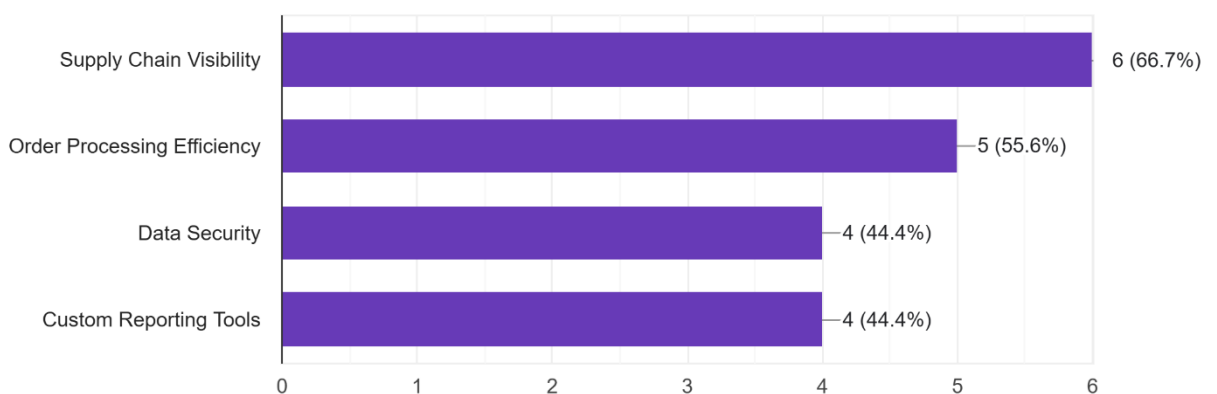


Figure 29. Assessing Satisfaction Technology Use

This area has the highest satisfaction level, with 66.7% of respondents (6 out of 9) expressing satisfaction. 55.6% of respondents (5 out of 9) are satisfied with order processing efficiency. Both areas share a satisfaction level of 44.4%, with 4 out of 9 respondents indicating satisfaction.

Analysis and Implications: Nextgen Sourcing excels in supply chain visibility, demonstrating effective technology for tracking shipments and inventory. Order processing efficiency is also strong, indicating streamlined processes. However, there is room for improvement in data security and custom reporting, with the lowest satisfaction levels in these areas. To address this, Nextgen Sourcing should enhance data security by upgrading protocols and providing staff training. Custom reporting tools should be made more robust and user-friendly, with improved options and data visualization. Gathering customer feedback and staying updated with the latest technology trends will help improve overall customer satisfaction.

30. What emerging technologies would add value to your sourcing operations?

9 responses

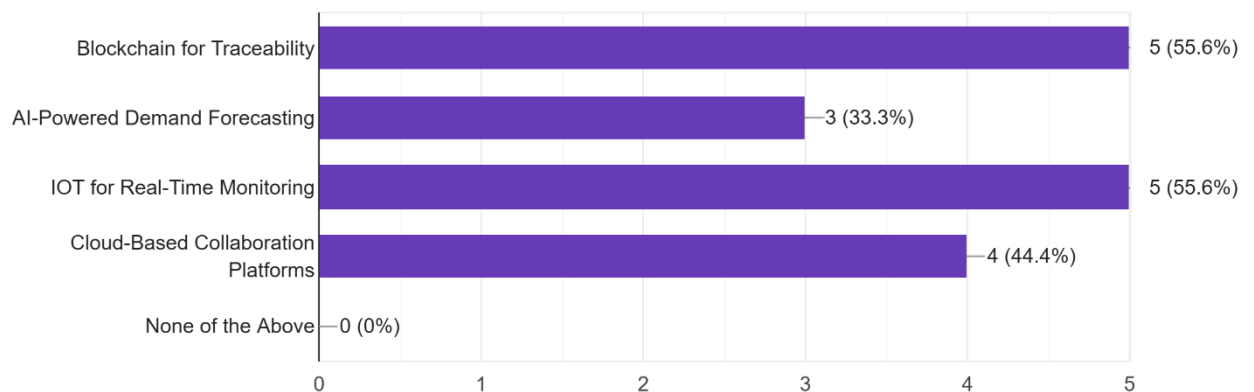


Figure 30. Emerging Technologies to Enhance Sourcing Operations

Block chain for traceability and IOT for real-time monitoring are the most valued technologies, with 55.6% of respondents (5 out of 9) selecting each. Cloud-based collaboration platforms are considered valuable by 44.4% (4 out of 9) of respondents. AI-powered demand forecasting holds value for 33.3% (3 out of 9). No respondents chose "None of the

above," indicating that all see value in at least one of the listed technologies.

Analysis and Implications: Traceability and real-time monitoring are key priorities, with strong interest in block chain for traceability and IOT for real-time insights, reflecting the growing demand for transparency and visibility in sourcing operations. Block chain enhances transparency and security by tracking products from origin to destination, preventing fraud, and improving supply chain efficiency. IOT provides real-time data on inventory and shipments, boosting efficiency and responsiveness to market changes. Cloud-based collaboration platforms improve communication and decision-making, while AI-powered demand forecasting enhances inventory management and customer satisfaction. Businesses should invest in emerging technologies, pilot new solutions, and ensure integration with existing systems to maximize benefits. These technologies should be strategically aligned with specific business needs to address sourcing challenges effectively, enhance operational efficiency, and drive sustainable growth.

5 CONCLUSION, RECOMMENDATIONS, RELIABILITY AND VALIDITY

5.1 Conclusion

The research on transforming a local B2B businesses into global brands highlights the critical role of branding, market expansion strategies, digital marketing, and operational efficiency in achieving international success. The case study on NextGen Sourcing provided valuable insights into how a garment manufacturing company in Bangladesh is navigating global markets.

Key findings indicate that branding and digital presence play a crucial role in gaining international recognition. Consumers increasingly prefer established and sustainable brands, emphasizing the need for businesses to invest in strategic marketing, quality control, and sustainability initiatives.

Furthermore, the study revealed that distribution strategy, competitive pricing, and supply chain management are essential factors influencing business expansion. While businesses face challenges such as intense competition, regulatory compliance, logistics management, and cultural adaptation, they can overcome these through strategic partnerships, efficient operations, and continuous innovation.

Overall, the research demonstrates that small-scale businesses can transition into globally recognized brands by implementing structured branding, targeted marketing, and efficient global supply chain strategies.

5.2 Recommendations

We have some recommendations for NextGen Sourcing. And these might help the company to improve its performance in the Global markets and facilitate the company to ensure profits and sustainability.

1. Strengthen Branding and Market Positioning.
2. Need to Optimize Distribution and Supply Chain Efficiency.
3. Invest in Technology, Training and Development.
4. Address Pricing and Competitive Strategies.
5. Enhance Sustainability and Ethical Business Practices.
6. Overcome Regulatory and Cultural Barriers.
7. Increase the effectiveness of data management system.
8. Need to increase networking and Enhance Digital Presence.
9. Develop Flexible Business Models.
10. Focus on Customer Relationships.

5.3 Reliability

Reliability in this research was maintained by:

- **Consistent Data Collection Methods:** The study used structured questionnaires, interviews, and observations, ensuring uniformity in data collection.
- **Standardized Measurement Tools:** The research employed quantitative methods, statistical analysis and probability sampling to minimize bias.
- **Reproducibility:** The methodology and analysis were conducted in a way that allows future researchers to replicate the study and achieve similar results.
- **Multiple Data Sources:** Both primary (survey, interviews, observations) and secondary (literature, other study) data were used to cross-verify findings.

5.4 Validity

Validity ensures that the research findings accurately reflect reality. This study maintained:

- **Content Validity:** The survey questions were designed based on previous literature and industry standards, ensuring they covered all relevant aspects of business globalization.

- **Construct Validity:** The research framework was aligned with existing theories on brand management, market expansion, and supply chain optimization, ensuring that findings were theoretically sound.
- **Internal Validity:**
 - The sampling technique was carefully selected to include relevant respondents (employees, managers, policymakers).
 - Bias was minimized by using multiple data collection techniques.
 - Clear cause-and-effect relationships were drawn based on statistical evidence.
- **External Validity:** The findings can be generalized to other small businesses in similar industries seeking international expansion, given the robust methodology.

6 CRITICAL ANALYSIS OF THE THESIS

6.1 Strengths of the Thesis

- **Comprehensive Branding Analysis**

The paper demonstrates how vital branding transformations affect international business performance successfully. The framework includes evaluations of brand identity and worldwide competitor research and consumer pattern assessments that use established international business techniques. Validity improves in this analysis due to its use of digital marketing approaches combined with market segmentation techniques along with qualitative and quantitative research methods.

- **Data-Driven Approach**

A total of 80 respondents participated in the study through interviewer-administered structures and open-ended questions and employee feedback and regression analysis served as statistical measurement tools. International business research validity benefits from empirical data collection because the numerical evidence confirms how branding elements affect market strategies which produce business outcomes.

- **Practical Case Study Implementation**

The paper demonstrates branding and market expansion strategies through a real-life examination of NEXTGEN SOURCING a Bangladeshi garment manufacturing company. The research shows greater depth with case study analysis because it proves how strategized marketing creates international customer growth through digital presence and SEO approaches.

- **Identifies digital marketing**

together with search engine optimization as the core components of strategy. The research analyzes the present industry patterns which combine social media marketing with international SEO practices. Statistical findings show that global consumers use internet channels to find their products in quantities exceeding sixty percent thus indicating digital tactics' critical role in expanding businesses abroad.

- The research examines ways to fix supply chain distribution problems and develops marketing methods to enhance supply chain distribution performance.

6.2 Limitations and Areas for Improvement

- **Limited Generalizability**

The research primarily studies NEXTGEN SOURCING which hinders its ability to provide universal applications. Expanding research by studying multiple industries combined with companies would boost the practical use of case study method findings.

- **Potential Bias in Data Collection**

Response bias may affect the results since the sample includes only NEXTGEN SOURCING employees. The dataset becomes more objective when it includes insights from both internal NEXTGEN SOURCING personnel and external experts and marketplace rivals and client representatives.

- **Insufficient Exploration of Financial Barriers**

The thesis explores branding and market entry plans yet it does not provide detailed analysis of financial challenges which include funding obstacles along with risk factors related to investments and government regulatory hurdles. The examination of mentioned factors would

enhance the evaluation of economic feasibility during global business growth.

- **Investigation into detailed analysis of market competition**

The study covers competitor analysis yet it lacks a comprehensive discussion about established international brands that pose challenges to the company's growth. Such analysis becomes stronger because it compares global expansion practices among successful small businesses.

- **Time Constraints and Sample Size**

A four-week research period proved insufficient to deeply explore business transformation although it met expectations regarding business expansion. Using 80 cases would be insufficient for exploring global expansion research on its full scale. An extended research period involving larger and cross-sector test subjects would produce more dependable findings

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8 APPENDIX

1. What is the main role of Nextgen Sourcing in the garments industry?

- Manufacturer
- Retailer
- Wholesaler
- Fashion Designer

2. Which region or country should be the target market for Nextgen sourcing?

- North America
- Europe
- Asia-Pacific
- Middle East & Africa
- South America

3. Which global markets have the highest demand for B2B garments?

- North America
- Europe
- Asia-Pacific
- Middle East & Africa
- South America

4. What types of garments are in high demand in global market?

- Casual wear
- Formal wear
- Sportswear
- Sustainable/Eco-friendly clothing
- Custom-designed apparel

5. What level of customization can expect from Nextgen sourcing as a B2B garments supplier?

- Fully customized designs
- Limited customization (logos, colors)
- No customization, standard products only

6. What are the most important factors Nextgen sourcing should consider when choosing a B2B garments supplier?

- Price competitiveness
- Quality of products
- Brand reputation
- Ethical and sustainable practices
- Delivery timelines
- Customization options

7. What words come to mind when you think of Nextgen Sourcing?

- Reliable
- Innovative
- Expensive
- Slow
- Sustainable
- Other

8. How important is sustainability and ethical sourcing for a garment's supplier?

- Very important
- Somewhat important
- Neutral
- Not important

9. What factors would make Nextgen sourcing build trust as a new B2B garments supplier?

- Positive reviews and testimonials
- Certifications
- Transparent pricing and policies
- Strong communication and support

10. What improvements would make Nextgen Sourcing more competitive?

- Lower Costs
- Faster Delivery
- Better Customer Support
- Enhanced Digital Tools
- Eco-friendly Practices
- Other

11. What challenges will face Nextgen sourcing as a B2B garments company entering the global market?

- High competition
- Regulatory compliance
- Cultural differences
- Logistics and supply chain issues
- Building trust with clients

12. What type of content find most useful from a B2B garments supplier?

- Product catalogs
- Case studies and success stories
- Industry trends and insights
- Pricing and delivery information
- others

13. What kind of after-sales support should expect from a B2B garments supplier?

- Quick resolution of issues
- Regular follow-ups
- Product training or guidance
- No after-sales support needed

14. How important is a strong online presence (website, social media, etc.) for a B2B garments company?

- Very important
- Somewhat important
- Neutral
- Not important

15. How important is sustainability in your sourcing decisions?

- Extremely Important
- Important
- Neutral
- Not Important

16. What financing model would attract you to a global sourcing partner?

- Pay-as-you-go
- Subscription-based
- Bulk Discounts
- Government-subsidized Rates
- others

17. What would be the preferred pricing model when working with a B2B garments supplier and buyers?

- Bulk discounts
- Fixed pricing
- Negotiable pricing
- Other

18. What is your annual procurement/sourcing budget?

- Under \$50,000
- 50,000–100,000
- 100,000–200,000
- 200,000–500,000
- Over \$500,000

19. How critical is global supply chain diversification to your business strategy?

- Extremely Critical
- Important
- Neutral
- Not a Priority

20. What is the maximum delivery lead time for Nextgen sourcing is willing to accept for garment orders?

- Less than 2 weeks
- 2-4 weeks
- 1-2 months
- More than 2 months

21. Which logistics and shipping options should "Nextgen sourcing" prefer?

- Air freight (faster, more expensive)
- Sea freight (slower, cost-effective)
- Local distribution centers
- Other

22. What are your top three challenges when sourcing internationally?

- Regulatory Compliance
- Logistics/Delivery Delays
- Cultural/Language Barriers
- Supplier Reliability
- Cost Volatility
- Quality Control

23. Most important criteria evaluate potential sourcing partners?

- Cost Competitiveness
- Ethical/Sustainable Practices
- Technological Capabilities
- Scalability/Flexibility
- Industry Certifications
- Existing Client Testimonials

24. What type of partnership model do you prefer with sourcing providers?

- Long-Term Contracts
- Project-Based Agreements
- Strategic Alliances
- Pay-Per-Use/Pay-as-You-Go

25. How important is real-time data transparency (inventory tracking, shipment updates) in your sourcing operations?

- Extremely Important
- Important
- Neutral
- Not Important

26. What is the most effective way for a B2B garments manufacturer company to reach out to potential clients?

- Trade shows and exhibitions

- Digital marketing
- Referrals and word-of-mouth
- Direct sales representatives

27. How does your organization mitigate risks in global sourcing?

- Contractual Safeguards
- Insurance Coverage
- Real-Time Risk Monitoring Tools
- Not Applicable

28. How influential are sustainability certifications (e.g., ISO 14001 internationally recognized standard for environmental management systems (EMS)), in selecting a sourcing partner?

- Very Influential
- Somewhat Influential
- Neutral
- Not Influential

29. How satisfied are you with Nextgen Sourcing's use of technology in the following areas?

- Supply Chain Visibility
- Order Processing Efficiency
- Data Security
- Custom Reporting Tools

30. What emerging technologies would add value to your sourcing operations?

- Blockchain for Traceability
- AI-Powered Demand Forecasting
- IoT for Real-Time Monitoring
- Cloud-Based Collaboration Platforms
- None of the Above