

DESCRIPCIÓN BIBLIOGRAFICA DEL TFE
 IALaren DESKRIBAPEN BIBLIOGRAFIKOA

Grado/Gradua <input checked="" type="checkbox"/>	Año	Urtea	Titulo del TFE		IALaren Izenburua
Master/Masterra <input type="checkbox"/>	2016		Estrategias Internacionalización Grupo Oxycortes		
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Inglés (obligatorio) Ingelesa (nahitaezkoa)	Abstract (resumen de 100-250 palabras)		Abstract (laburpena 100-250 hitzetan)		
	<p>In the current economic crisis environment, there have been a number of companies that have disappeared, and the ones surviving have seen how keeping their market share was harder day after day. This is the reason why Internationalization has become something essential in order to expand and continue growing, accessing to new markets.</p> <p>In this essay we will approach the different internationalization strategies that "Grupo Oxycortes" could put into practice, due to the peculiarities of its Sector and the preferences of his owner, Mr. Felipe Larión.</p> <p>As well, we will choose a country and a specific location within it in which execute the establishment, taking into consideration factors as the proximity of raw materials, access to man labour power or possible competitors.</p>				
	Materias o Palabras claves (máximo 5)		Gaiak edo hitz gakoak (gehienez 5)		
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