Illustrations for the Audio Version

GLOBAL EXPANSION IN THE SOFTWARE INDUSTRY ON A SMALL BUDGET

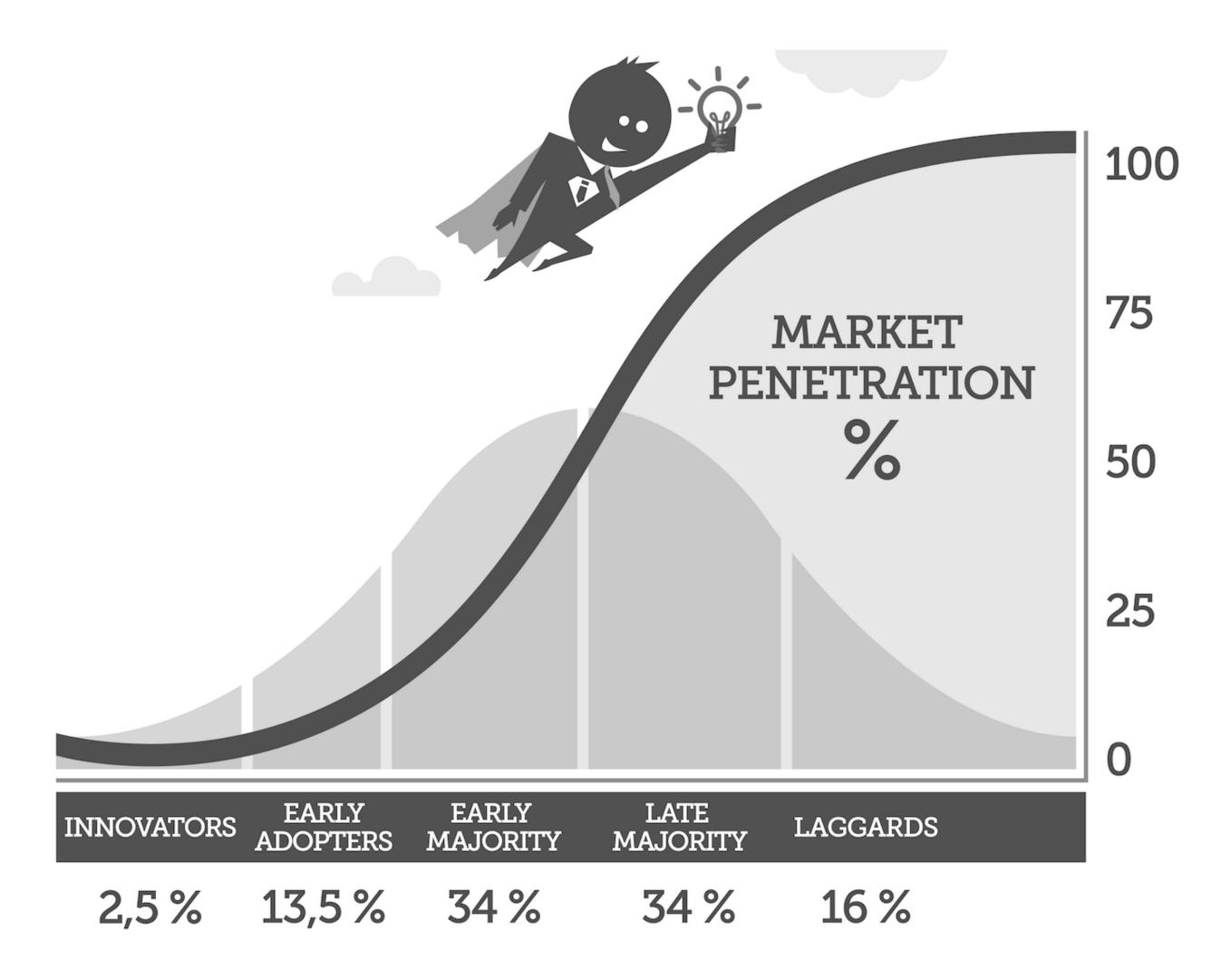
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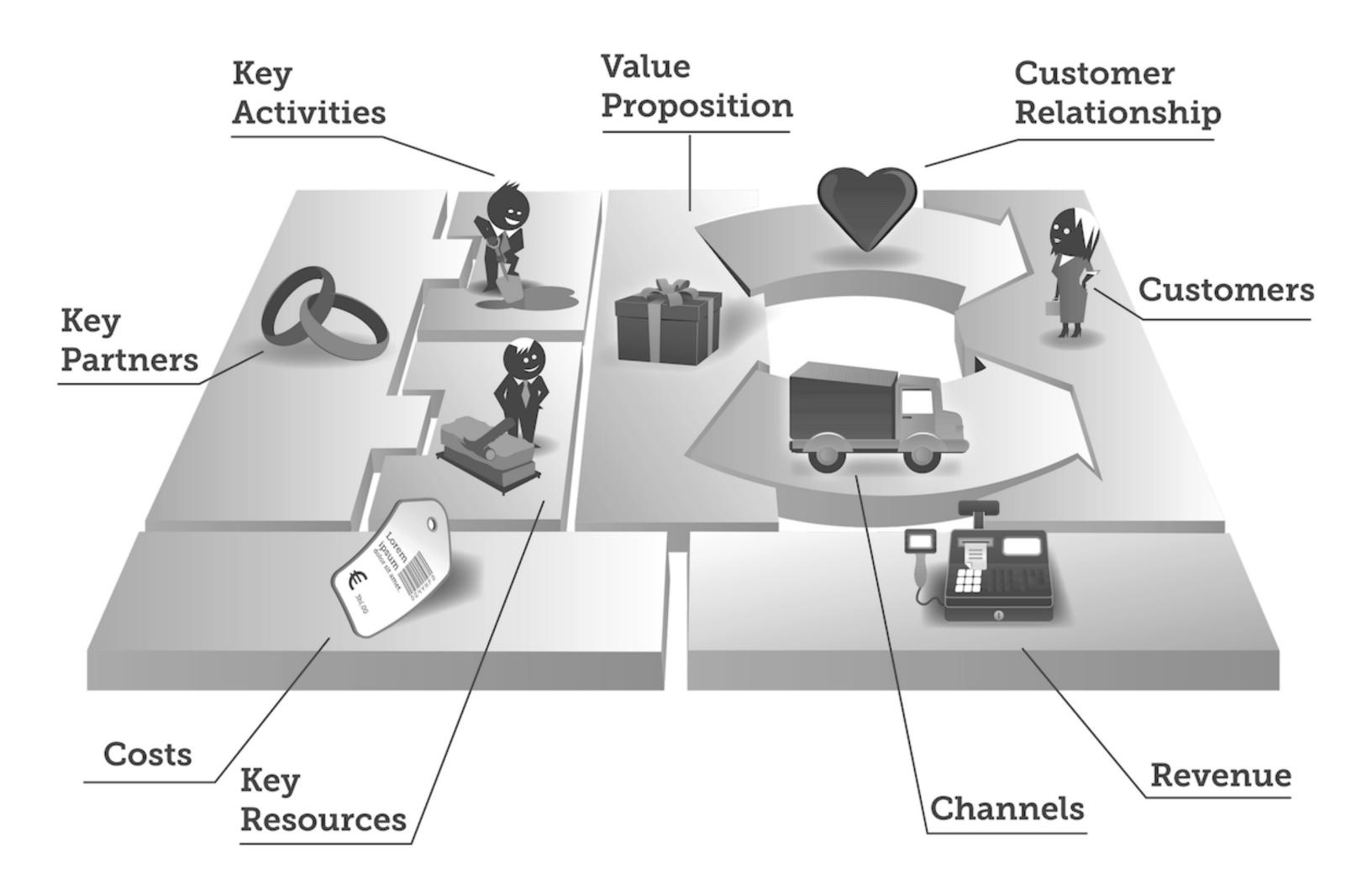


Hans Peter Bech

August 2021

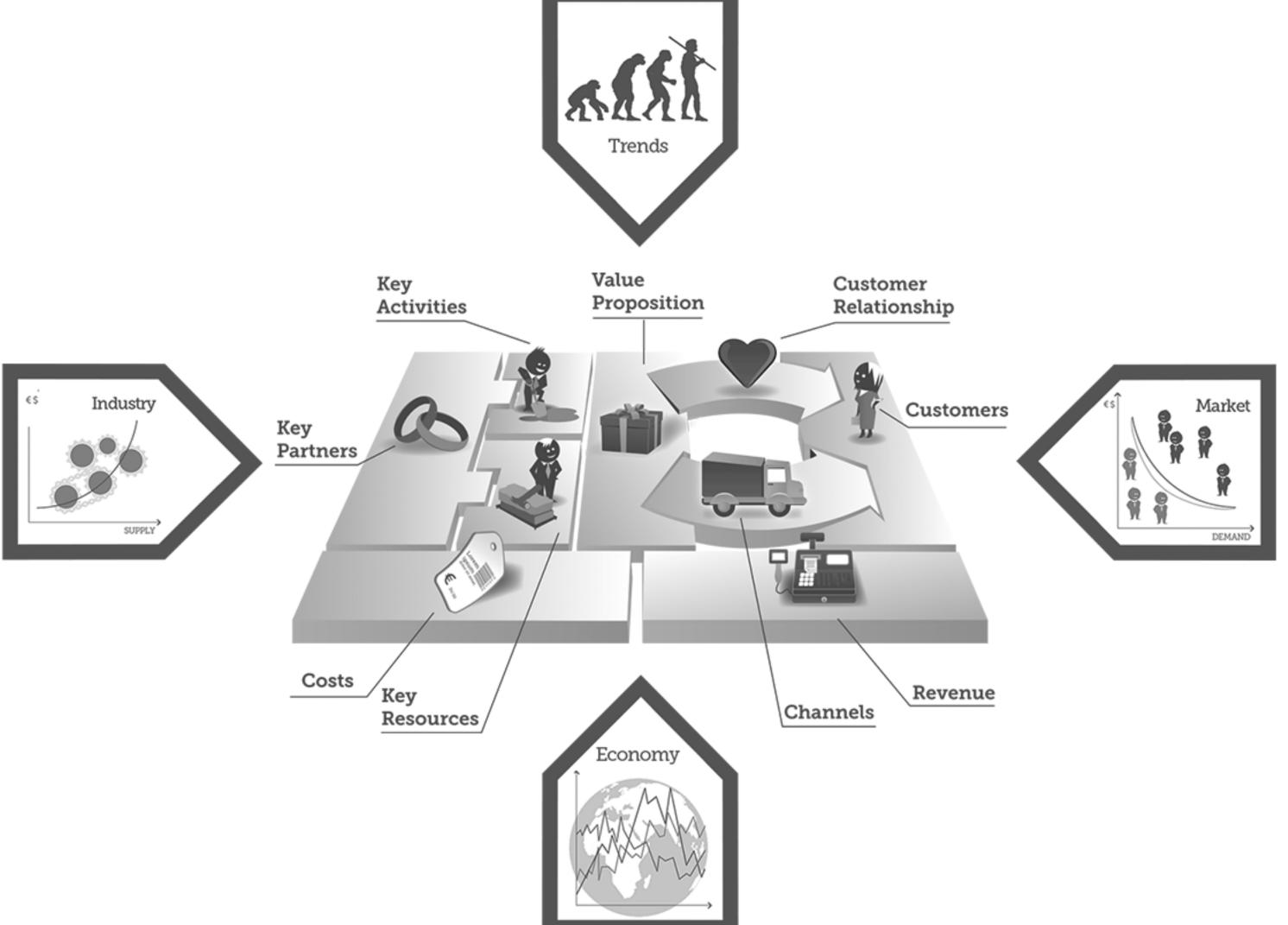




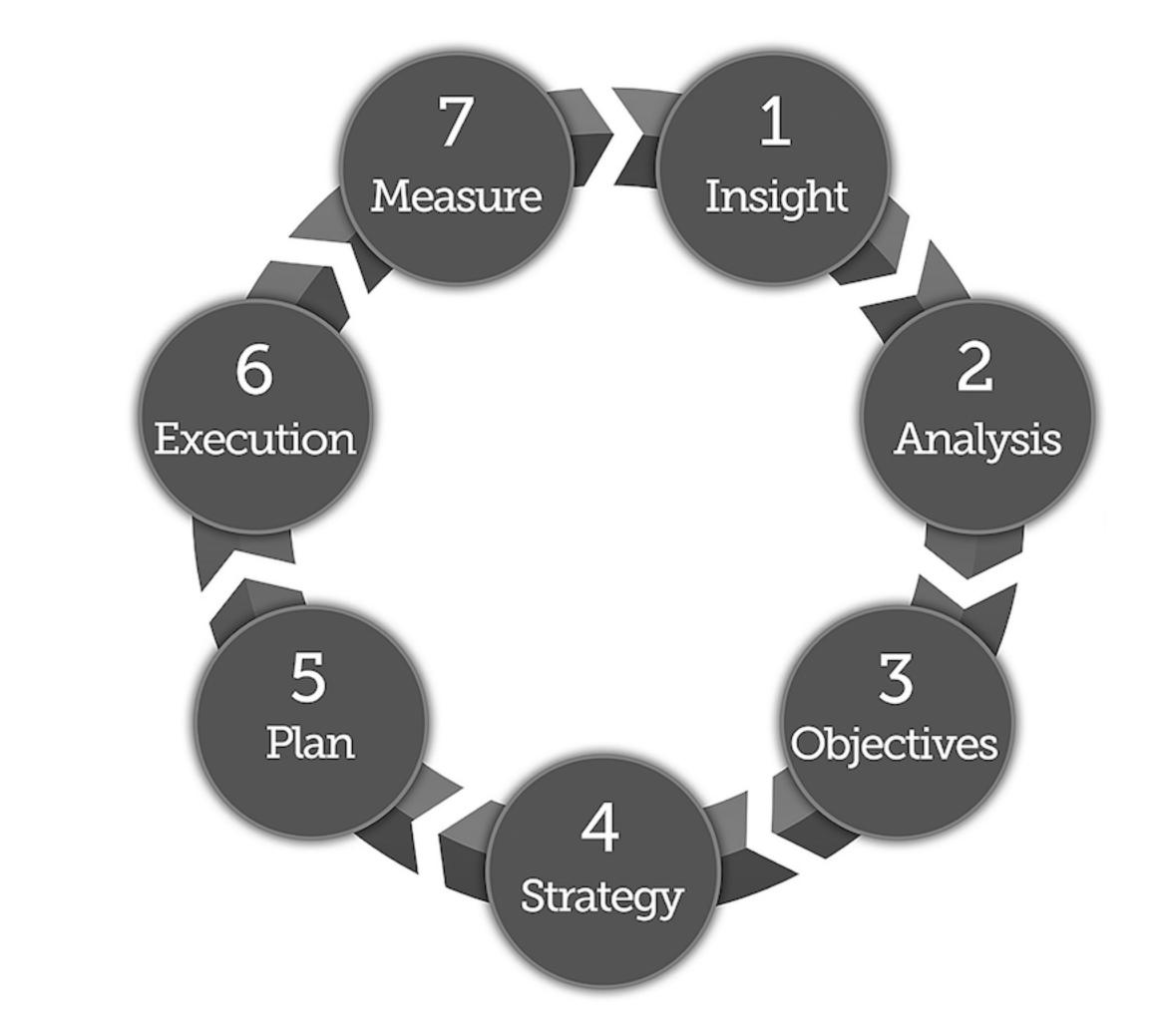




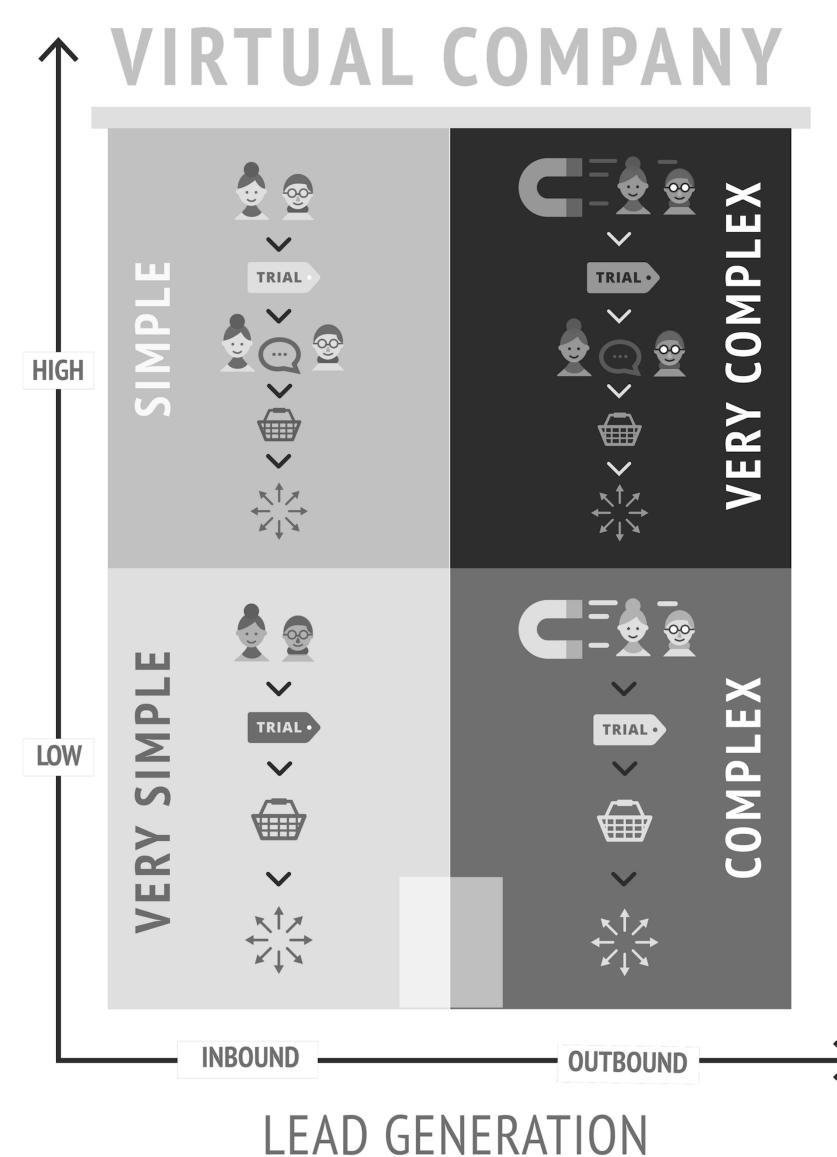










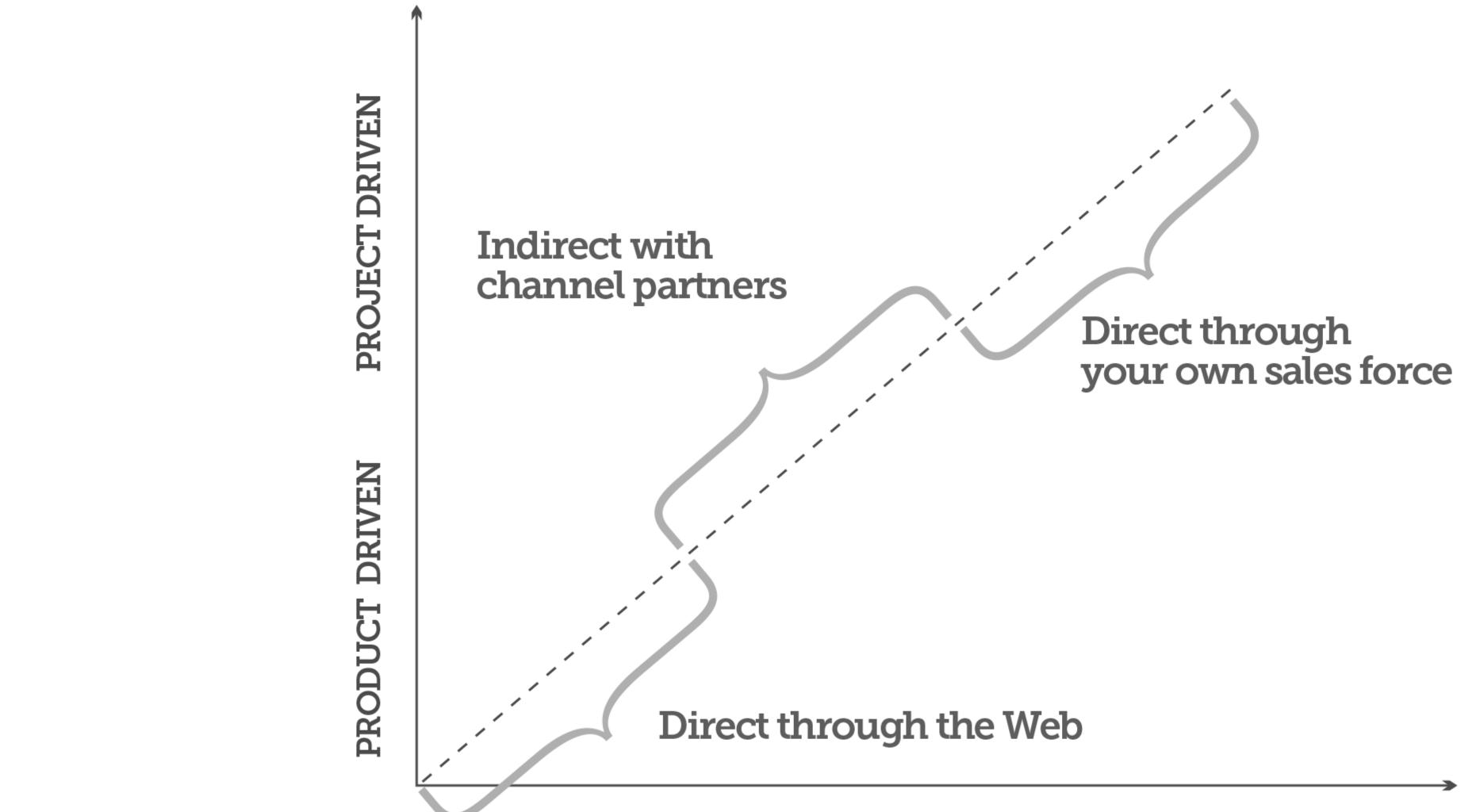


NEED FOR INDIVIDUAL CONVERSATION

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Figure 5

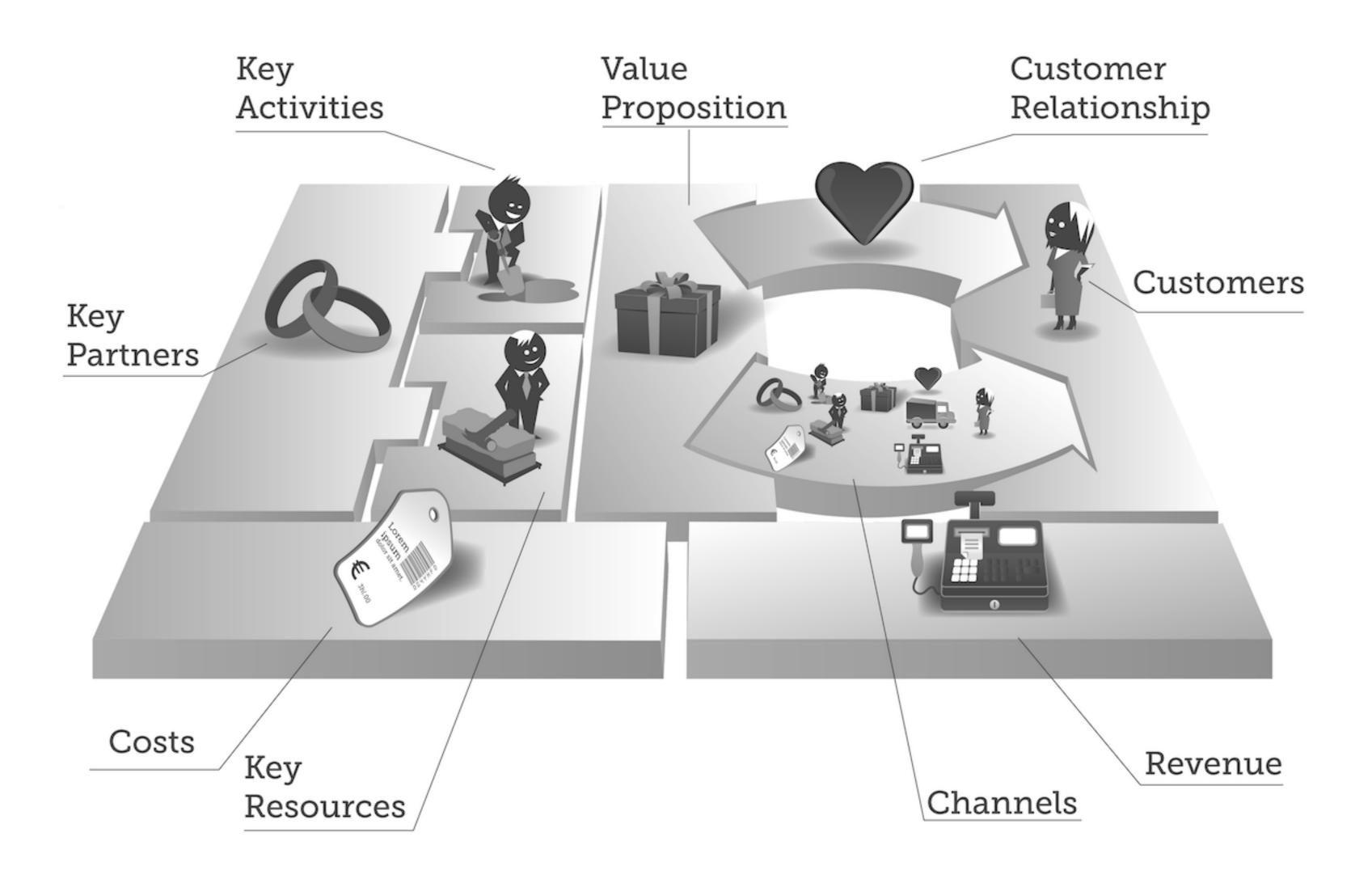




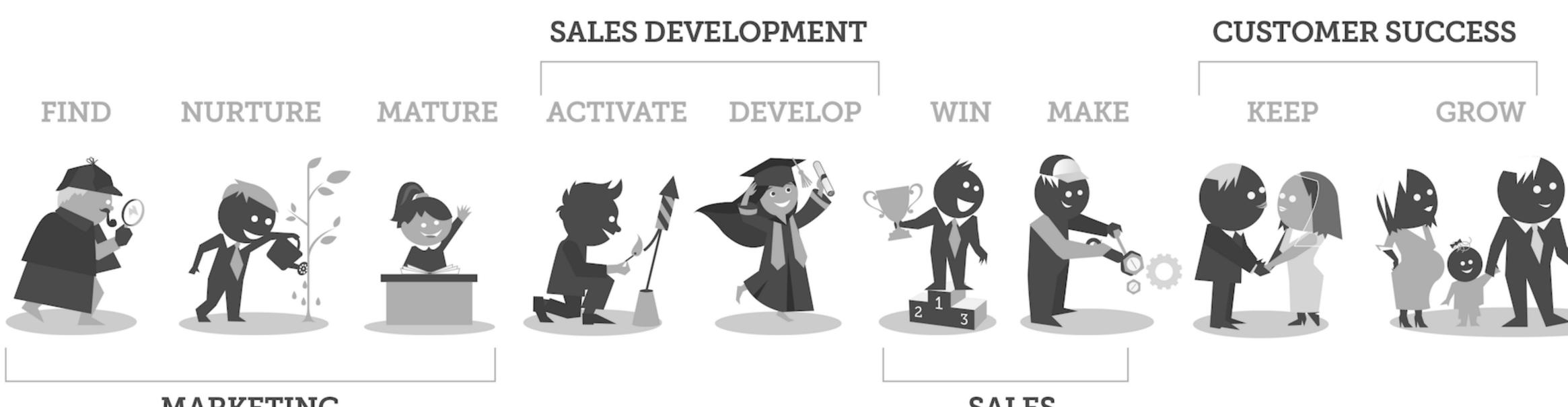
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DEAL SIZE







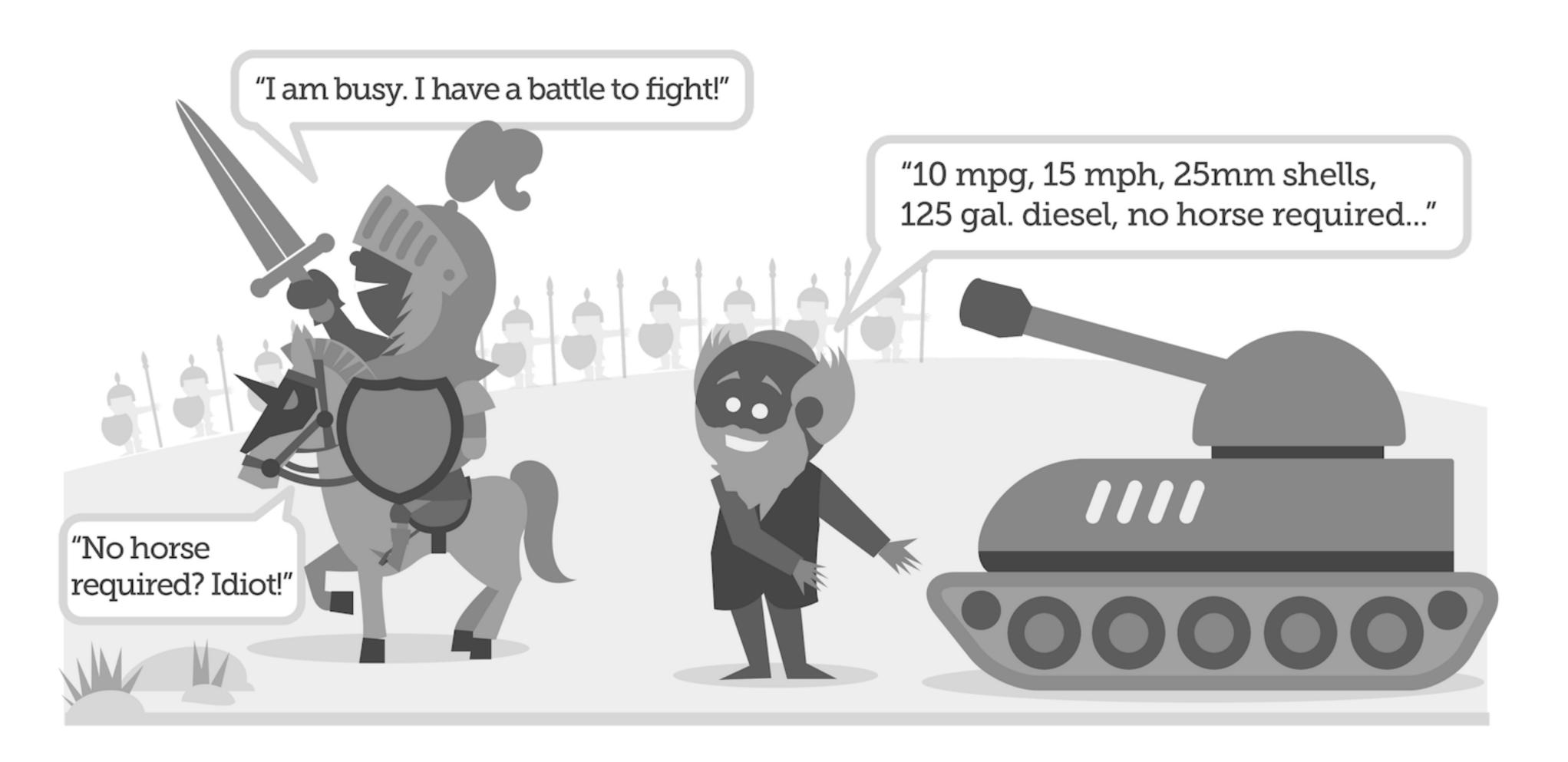
MARKETING

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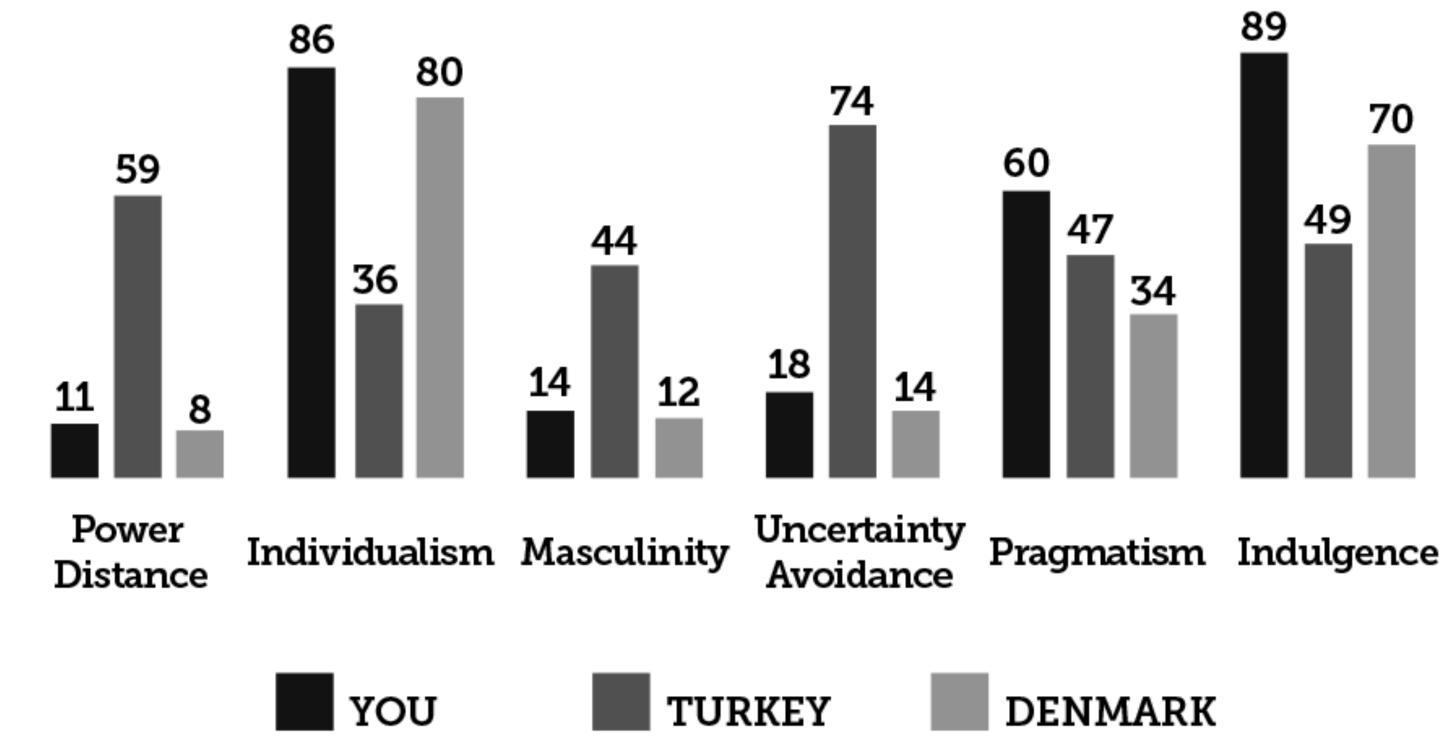


SALES











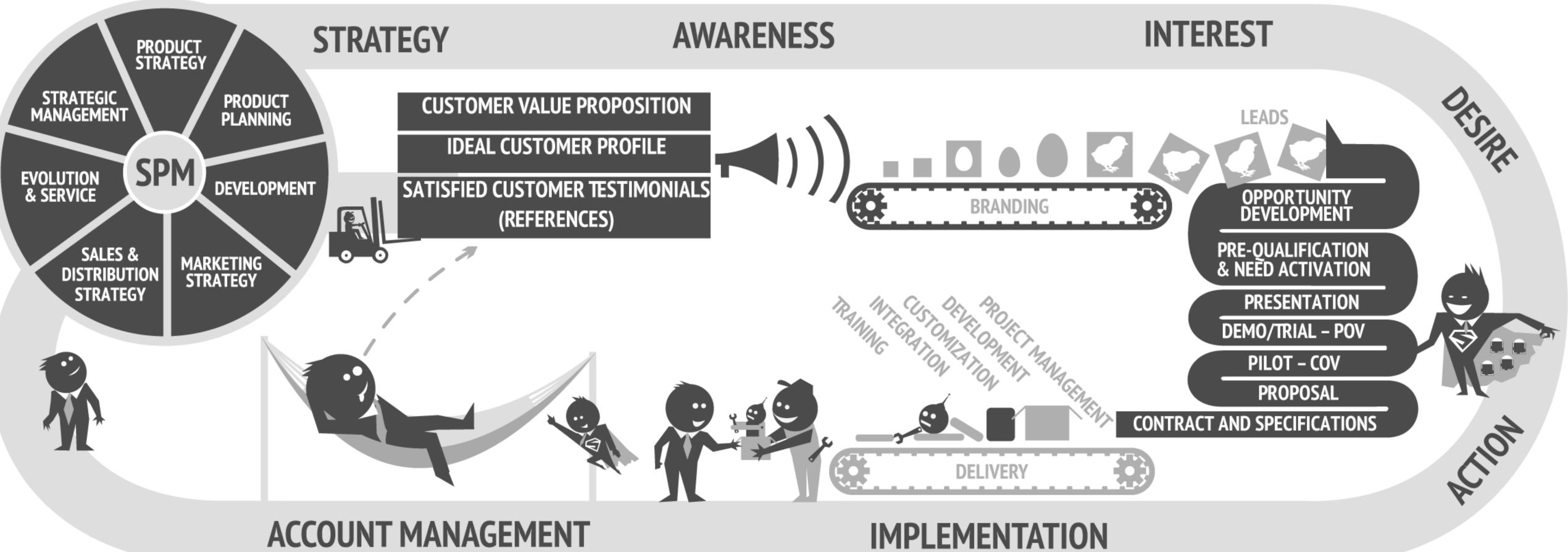
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In active buying mode

THE TOTAL AVAILABLE MARKET





	Value	Market A	Market B	Market C	Market D	Market E
CHA 1	3	5	0	5	3	0
CHA 2	3	3	0	5	5	5
CHA 3	3	5	1	5	0	3
CHA 4	3	0	1	1	3	3
CHA 5	3	0	3	1	3	5
•••						
CHA N	1	3	5	0	5	0
We	eighted Total:	93	49	51	111	89



2017	2018				Share 2021	Country	Accumulated
2	1	1	1	1	19.22%	China	
1	2	2	2	2	16.36%	USA	
3	3	3	3	3	8.02%	India	50.80%
4	4	4	4	4	4.05%	Japan	
5	5	5	5	5	3.16%	Germany	
6	6	6	6	6	2.96%	Russia	
7	7	7	7	7	2.48%	Brazil	
10	10	10	9	8	2.43%	Indonesia	63.33%
8	8	8	8	9	2.38%	UK	
9	9	9	10	10	2.28%	France	
12	11	11	11	11	1.77%	Mexico	
11	12	12	12	12	1.74%	Italy	
14	14	14	13	13	1.61%	South Korea	71.42%
13	13	13	14	14	1.60%	Turkey	
15	15	15	15	15	1.38%	Spain	
16	16	16	16	16	1.36%	Canada	
17	17	17	17	17	1.25%	Saudi Arabia	
19	19	18	18	18	0.99%	Australia	76.89%
18	18	19	19	19	0.94%	Iran	
23	22	22	20	20	0.93%	Egypt	
20	20	20	21	21	0.93%	Taiwan	
21	21	21	22	22	0.89%	Thailand	
22	23	23	23	23	0.86%	Poland	81.08%
24	24	25	24	24	0.76%	Nigeria	
25	25	N/A	25	25	0.75%	Pakistan	



