DE – Germany LTU – Lithuania TWN – Taiwan GB – Great Britain

CZ – Czechia CHN – China FR – France

CP: testing the clicks’n’bricks model

EP: inability to export own products

EP: Chinese expert hired for testing the quality of ordered products

EP: obstacles to execute the unsolicited orders caused by terms and conditions of the trade contract

EP: unsolicited orders;  
LTU, DE, CZ

support from the partner

outsourcing and computerization

Czech-market related consulting task

Inter- and intra-organizational events

EP: lack of the economy of scale to decide on direct export

4KP: unsolicited orders; CZ

EP: unsolicited orders; LTU, DE, CZ

4KP: systematic increase of direct export due to the execution of unsolicited orders, and the increase of knowledge about Czech market – making a decision on regular export

EP: bad experience with direct importing from Taiwan

time

2013

2012

2014

2016

2017

2018

2015

Internationalisation forms and makets

indirect import, CP;  
CHN, TWN

direct import, 4KP;  
DE, FR, GB

contract manufacturing, EP; CHN

direct export, 4KP: CZ

direct export. EP; LTU, DE, CZ

direct export, 4KP: CZ

indirect import, EP

direct import, EP;  
DE, CZ, CHN, TWN

Stages of internationalisation

inward internationalisation

(indirect + direct import)

linked internationalisation

(indirect import + sporadic export + contract manufacturing)

inward internationalisation (direct + indirect import)

linked internationalisation

(direct import + sporadic export + regular export)