

ABSTRACT

Grow-ID is a start-up platform business where clients follow a step-by-step procedure to outsource their business services. It aims to connect clients with the perfect-fit business service provider across a broad scope of business services. The company has a plan to expand its market to Germany since it is the closest country to the Netherlands and has a large and strong economy. However, in expanding its market to Germany, Grow-ID experienced challenges caused by the internal of the company such as its lack of marketing strategy and limited knowledge of international market entry strategy. Therefore, it is important to identify and deeply understand the root causes of Grow-ID's struggle to effectively thrive in the competitive and dynamic international marketing landscape in order to expand its market to Germany.

The researcher conducted the research by using secondary data through the government's website, journal from previous data, and data from other sources. First, the researcher analyzed external analysis like market size, macro and micro environment, the industry analysis, competitor's analysis, and customers' analysis. Besides that, the researcher analyzes the internal of the company like SWOT, external experience, and VRIO analysis. The result shows that the company could collaborate and get partners to enter Germany's market through trade fairs. Thus, there are several recommendations, which are to maintain the quality of the services, attend trade fairs to get partners, and improve social media performance.

Keywords: entry, market, marketing, strategy