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Introduction:

This research proposal is based on the international business environment for the new entries in the international market. In this digital era of the 21s century, it is very easy for companies to expand their ventures in the international market(Bown, 2018). Expanding business in other countries is considered as the major business aim for the sake of increasing market share and profit ratio of the company (Berthou et al., 2020). Globalization played a major role in the development of the business economy of the countries (Auer and Jarmai, 2017).

Theoretical background

After globalization, it provided an immense opportunity to the local business to enhance their market growth and market share by expanding their venture in the international market. This research has mainly been based on the business economics concept (Graziano, Handley and Limão, 2018). As per the basic concept market structure, when there were fewer suppliers in the market, the price level had

risen. It is obvious that when there are fewer suppliers, the goods become scarce or there is less competition in the market. Buyers set their prices because of less competition (Berthou et al., 2020). As per the international business perspective, the barrier of a new entry in the market leads to a decline in the economic growth of the country. International business or multinational corporations are considered the major sources of economic growth in the country. As it is understood that the UK has a market economic constitution that refers to free-market economies (Graziano, and Limão, 2018). The UK is always ready to welcome international trade and remove all the barriers to its trade. But once at first, the UK faced or experienced a Market entry barrier with Japan because of Japanese norms. They have a highly societal influence on their businesses or trade (Annual Review of Political Science, 2019). They mainly preferred national products. The UK has faced Market entry barriers in the form of delayed trade and higher tariffs. The only purpose was to discourage international trade (Kosaka, 2020).

#### Significance of the research

This research is considered as the most essential for the newbies in the international market or those countries that plan to expand in the international market. This research will be helpful for them to understand the major market barriers that cause or impact the price of the goods in the country. This research will also provide detailed analysis regarding international market barriers.

This research will be helpful in a way to explain the major strategy or plan that will be used to tackle this market condition.

#### Aim and objective of the research

##### Aim of the research

The major aim of this research is to investigate or examine the impact of market entry barriers on the overall price level of goods in the UK.

- To examine the impact of price level associated with market barriers.

According to Regmi and Jones (2020), the major concept of barriers in international trade. The author has mainly investigated the major Market entry barriers for international businesses. This research has mainly highlighted the tariff and quotas as barriers in international Market. In this research, the authors mainly discussed the fluctuation in the economic factor as a major cause of the new entry barrier in the market. Higher fluctuation in inflation leads to higher prices (Hantzsche, and Young, 2019). Countries having higher inflation have lost opportunities for international trade relations with other countries. Due to higher fluctuation in inflation, countries faced tariff issues or hurdles in their business relations.

Berthou et al. (2020) have discussed the idea of a combination of traditional economic laws and modern economic conditions for the international Market entry barrier. It mainly uses fluctuation in the exchange rate of the country to cause an increase in the price. This is because the UK contains an open economy and very less fluctuation in the exchange rate (Berkeley, Jarvis and Jones, 2018). They don't have a risk of fluctuation of price. But, at the same time, the author mentioned the valuation of the local business environment of the country. It may cause Market entry barriers that highly influence the price level.

Kosaka (2020) also shares the idea of discouraging international products in the local market. This is considered as the major international Market entry barrier used by countries to encourage and develop

local businesses or industries (Dhingra et al., 2017). This research study has mainly highlighted the optimistic and pessimistic perspectives of this strategy and its impact associated with international trade. This research mainly discussed the most common Market entry barriers imposed by the country to discourage international products in the market. Political involvement in international trade may impact international relations (Auer and Jarmai, 2017). It mainly developed the local industry that boosted the economic growth of the country. Whereas the major disadvantages are the monopolistic market structure that causes higher prices. Also, later on, market entry barrier lead to the shortage of the supplier in the market that leads to shortage and causes inflation.

Pattnaik and Gaur (2018) share their secondary research on the international Market entry barrier issue. This research mainly discusses the major issue related to trade relations between countries. This research mainly highlighted the trade relationship between the UK and Japan on flower import and export (Graziano, Handley and Limão, 2018). Japan has a higher ratio of collectivism and cultural dimension that means societal influence on their business and societal decisions. Due to this, they mainly impose administrative barriers in which countries favour the local market and industry (Climie, 2021). To discourage international trade, Japan delays the product from the UK and discourages their international trade. This barrier in the Japanese market mainly causes UK product and customer relations in Japan.

Nasrullah et al. (2020) contributed as the external factor impacted international trade. As it mainly discussed the social factor of the countries. This research study, mainly highlighted that Dolce and Gabbana was banned in China because they hit on their traditions and social norms of eating from chopsticks (Hantzsche, Kara and Young, 2019). Due to this social impact, the Italian fashion company D & G has been banned from selling or operating in China. From this perspective, the UK has become a diverse cultural country and welcomes every culture and company (Kosaka, 2020). The major reason behind that is that the UK doesn't have such a fixed culture. They contain numerous cultures and are diverse economies.

According to Auer and Jarmai (2017), this research mainly explained and examined the UK businesses environment for local and international trade. This research mainly highlighted that the UK has had open and free economies since globalization occurs. In this digital era, the UK has a very healthy relationship with the international market and other countries. Due to free economic conditions, the UK allowed every business operation in their country. As per such conditions, the UK has no such barriers to trade in their countries. If there will be any barrier occurring on market entry for international trade, it will cause an increase in the price of the goods in the UK (Ban and Lovari, 2021). This research study also highlighted that as per economic law, when the bargaining power of a supplier is low, the price of the commodity will be higher because of low supply, there will be no such competition in the market. There will be oligopoly market conditions. Further, the author also shared that there will be around 30% contribution to GDP constraints by international trade (Climie, 2021).

Research methodology:

The research method referred to highlight all the methods used while conducting a research study. This methodology helped to provide information regarding the research type. For this research study, it will be used,

Research philosophy:

This research study will use interpretivism research philosophy in this study. Interpretivist research philosophy refers to the increasing or raising of knowledge by understanding and sharing the different points of view from people (Ban and Lovari, 2021). It is also said that interpretation of the human understanding or people's perception about the research element. In this research, researchers differentiate the different opinions and analyse their findings based on these interpretations (Bown, 2018). The reason for choosing this research philosophy was that this research topic was very broad and it mainly required different opinions from people as per their experience for better results.

#### Research approach:

This research will mainly use deductive research approaches. Deductive research refers to the development of a new model or study of new research variables based on existing theory (Auer and Jarmai, 2017). The deductive research approach helped to analyse the depth analysis of research topics with existing theories (Dhingra et al., 2017). The reason for choosing this approach was that after globalization, there was a lot of research and theories investigated. It will be very effective for this research to investigate the new research model based on existing theory

**Research design/strategy:**  
This research study will mainly use a qualitative research design. Qualitative research design is referred to as the examination of non-numeric data. It includes opinion, experience and different concepts (Kosaka, 2020). This research design is mainly used at the time of in-depth analysis of the wide range of data (Hantzsche, Kara and Young, 2019). The reason for choosing this research strategy was that it provides a wide range of information. This is because the research question is based on the Market entry barrier or new entry barrier in the UK. It requires immense data that helps to share effective results. Also, it helped to provide open-ended data that will help to investigate thoroughly.

#### Data collection method:

This research study will mainly use a secondary data collection method. The secondary data collection method refers to the process of collecting data from different researches and journals.

This data collection method is mainly used in wide or broad research (Annual Review of Political Science, 2019). As per the research question, it is considered as the wide or broad research area regarding new entry barriers and price fluctuation in the UK market. This data collection method will be the most effective way to analyse this research (Ban and Lovari, 2021). The major reason for choosing this data collection method was that it was considered less time consuming, it helped to convert all the broad topics of this research because of the open-ended research method. Moreover, it is considered the most effective data collection because all the data and information have already been published. Also, all of these data were collected from highly authorized sources. This data collection is considered less risky because of its high authenticity.

#### Data analysis technique:

This research will mainly use thematic data analysis. It refers to the processes of analysis and examination and evaluation of qualitative data. (Climie, 2021) In simple words, it can be said that thematic data analysis mainly help to compare and contrast the different literature and analyse the major findings (Berthou et al., 2020). The process of interpreting different literature or articles and analysing the result based on their findings is called thematic analysis (Kosaka, 2020). The reason for choosing this data analysis technique was that the research question contain broad aspects that mainly

require several articles. As this research is based on qualitative research, this would mainly help to evaluate the most effective result for this research.

Research limitation:

For this research study, some major limitations have been faced while conducting this research study, it includes the major limitation considered as time limitation (Dhingra et al., 2017). This research study is considered a wide or broad research topic. It contains a lot of more theories and information that could be analysed but due to time limitations, it is unable to be used. The other major limitation was budget. This research mainly used secondary research because it became too costly if it was conducted based on primary data. Primary data can be more effective to analyse the most current results, due to time or cost, it can be used as secondary data. Moreover, another major limitation of overwhelming information. This research question contains a wide range of data. It became more difficult to analyse and categorize data as per the selected aspect for this research.

Ethical consideration:

Ethical consideration refers to the responsibility of the researcher to follow all the ethical and professional considerations or boundaries while conducting this research (Sinkovics, Kurt and Sinkovics, 2018). As this research is based on a secondary research method, all the data and information has been chosen from authorized sources. All the authors are properly cited in this research study. All the information has been properly used for this research and portrays an effective meaning in the right manner.

Summary of the research proposal:

This research proposal was based on the investigation of restricted market entry causing fluctuation in the price of the goods in the market. This research was based on a qualitative research method that used secondary sources for the information. Also, thematic data analysis, provided an appropriate finding. The literature reviews highly supported the research question. This literature analyses the major Market entry barriers that could be impacted because of the external environment in the UK. All these barriers mainly impacted the increase in the price level of the UK.

Gantt chart for expected duration:

Discussion on topic with supervisor

Division of task for this research

Further research on dissertation

Search an appropriate article for this secondary research

Choose and analyses the relevant data

Discussed in detail the research question



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Provide a preproperate finding

Arrangement and formatting of the report

Proofreading stage

Final review



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Submitted to supervisor

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