

Transform Your MSME2MNC

Let's Start Your Journey To BuildMNC

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Book Summary

This book provides a step-by-step guide for transforming your small or medium enterprise into a multinational corporation. It aims to help entrepreneurs and business owners navigate the complex journey from a small local business to a global powerhouse. The author argues that with the right vision, strategies, mindset and execution, any MSME with the potential can transform into an MNC with a strong global presence.

The book covers crucial aspects such as developing the right strategy, building a scalable and replicable business model, raising capital, hiring the right talent, leveraging technology, establishing global supply chains, expanding into new markets and managing hypergrowth. The author advocates an entrepreneurial and innovative approach, encouraging readers to think differently, challenge conventions and explore new opportunities. The book emphasizes the importance of developing a customer-centric and value-driven culture within the organization to enable rapid scaling.

The author draws from his own experience of transforming a small business into a multinational corporation to provide practical tips, strategies and lessons. Real-life examples and case studies of Indian and global companies that have successfully made the transition are also discussed. The book aims to inspire and motivate entrepreneurs with the potential to think big and take their businesses to a global scale. It provides a roadmap for making the transition from an MSME to an MNC with Indian examples for context. The book is likely to appeal to business owners, entrepreneurs, young professionals and students interested in learning how small companies can achieve global scale.