The decision to internationalise: its impact on the company is an interactive technical note that develops the concept of internationalization and talks about the growth advantages that can be achieved from this.

This case includes the following sections:

- Presentation
- Recommendations
- Preparing internationalization
- Alternative options to opening up business
Through this interactive technical note, the methods of penetration and development of international markets are shown. It makes emphasis on some key principles to follow when an internationalization process is going to take place.

Students have the opportunity to analyze all the internationalization process of a company, the decision making, the preparation of the process, the different ways of accessing international markets, the selection of international markets to enter, etc.

Students also analyze the impact of this processes over the organization of the company and over its culture.