



Retail Strategic International Expansion (SIRE2) Theory and Cases

Brenda J Sternquist

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Retail Strategic International Expansion (SIRE2) Theory and Cases Who, What, Where and Why retailers internationalize is the theme of this book. The SIRE2 model is presented complete with propositions to predict international expansion for two types of retailers, global versus multinational. Global retailers internationalize using a standard format that they replicate wherever they go. Multinational retailers change their offering, adapting to different cultures and economies. Eighteen detailed cases are presented outlining retailers' international expansion strategy. Cases include Amazon.com, Blockbuster, Carrefour, Casino, Costco Wholesale, Foot Locker, Gap, Kingfisher, Metro, Office Depot, Pinaulat-Printemps-Redoute, Seven and I, Shoprite Holdings, Starbucks Coffee, Tesco, Toys R Us, Uniglo and Wal-Mart. Read their story and learn their strategy.



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