

School of Business and Culture
Degree in Business Information
Technology

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The main objective of this project was to suggest some recommendations to solve issues related to expanding the business on the international market and resources in Arctic Smart Village (hereinafter ASV). We started with becoming familiar with information the commissioner gave us first. From that information, we distinguished two main problems – what resources ASV is going to use and what is the plan for expanding the business.

We selected the problem-solving approach to this project: defining the problem, determine the causes, generate ideas, select the best solution and take action. After we defined the problem, we created a question for our commissioner to get more direct information that helped us to create draft ideas of solution. We also interviewed the commissioner to get more information during the contact session after the presentation of draft ideas. Moreover, we got consultancy from experts from Russia about internalization and expanding the business.

As a result of our work, we created recommendations for business expanding to other countries that help to understand local needs and background and establish successfully in accordance with them. We also suggested some solutions related to resources and recycling inside the village, a comfortable life inside the village in accordance with the different needs of residents.

The residents of the ASV are the most important that is why we created all recommendations in that way that residents can get profit and be sure they live in safe and eco-friendly villages. It is also a good step for the company to make life inside their villages comfortable and profitable not only for residents but also for themselves.

Key words

Resources, internalization, expanding the business