

## **ABSTRACT**

The central research question of this work is development of internationalization model for small Estonian engineering company DECK Engineering. DECK Engineering has been exporting company nearly from the start with export share reaching some years up to 90%. With regards to the process of internationalization it means, that company has already been internationalized. However, it does not have an internationalization model as such in place. So far, the internationalization of the company was intuitive, based on the active sales activities mainly performed by the company General Manager. However, and due to the fact, that company has started to produce own niche product, which can be sold globally, it now needs to have clear internationalization model, which would be based on the existing company capabilities. To find and create one, three mostly known internationalization models for SMEs, Uppsala, Network and Born Global have been researched and compared. As DECK Engineering has written business model, which was developed by key employees with the help of an external business consultant, it was decided to use it as a basis for development of the internationalization model.

It is action research paper, because DECK Engineering is in the process of developing internationalization model for its new products, which can be sold globally. The author of this thesis is working as General Manager in DECK Engineering.

Keywords: Internationalization process and factors, SME, Uppsala model, Network model, Born Global model, business model