



# Global Market Entry Strategies: A Theoretical Framework for Local Products in Ghana

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## Abstract

The global market entry strategies for local products in Ghana are influenced by cultural, economic, and regulatory factors. A qualitative approach was employed to analyse existing literature and case studies of successful marketing strategies for local products in Ghana. The theoretical framework provides insights for businesses aiming to enter the global market with local products, emphasising the importance of understanding cultural nuances and leveraging both old and new marketing channels effectively. Businesses should consider a hybrid strategy that integrates digital marketing tools with traditional practices to maximise their reach in the Ghanaian market and beyond.

**Keywords:** *Geographic, Sub-Saharan, Cultural Studies, Economic Development, Regulatory Impact, Ethnography, Comparative Analysis*

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