

Summary

The idea of this work is to deliver a first look, how medium companies change their field of activities and work on a global market. This is more important as there is especially no previous work which focuses on these changes in the building and construction industry.

In recent years the field of activities and potentials of medium building companies changed. This is mostly caused by the economic situation and the changing field of activities of big enterprises and how they affect the national market. Because of this changes we see a tendency that medium companies tend to act more international.

This work gives an overview about important steps during a evolving internationalization of such companies. We highlight thereby the steps of state analysis prior to an upcoming internationalization and the step of identifying target countries out of a rang of countries. We further present a variety of factors of influence to decide for a target country and examine them on Vietnam as example country.