METHODOLOGY

Research Area:

This research basically is in the field of management science. In this research micro, small and medium enterprises are taken as the sample population as this study is done for micro, small and medium enterprises. In this globalized era, where world is becoming a single place for business, enterprises are looking to make their international place. In this way the big enterprises are able to make their presence in global world as they have more resources however, the small firms are still finding their way to become international. So the area of this research is to study and understand the internationalization process for micro, small and medium enterprises along with challenges they face in the process. And for the collection of primary data MSMEs in Pune region (selected places) is used. This research is very useful for micro, small and medium enterprises as it is done with the help of them. The primary data collection is done with the help of questionnaire form MSMEs only as they could give a clear idea about the scenario in the field.

Research Design:

To carry out this study research design is selected after the deep learning of selected objectives. As, this study is describing the data and characteristics of the population (Pune region) out of the universe being studied. So, descriptive research design is used. Primary data is collected with the help of the structured questionnaire with owners/manager of MSMEs. Here the data is collected the MSMEs and the analysis is done to test the hypothesis.
DATA COLLECTION

For conducting this study both kind the sources to collect the data has been used. As this is a descriptive research so the data from both the sources of data are important. The sources of data are as follows:

Primary: - Primary data for the analyses is collected with the help of a structured questionnaire. Personal interview and observing techniques is used for more understanding. Questionnaire is asked to fill by the owner/manager of MSMEs to get more accurate data.

Secondary: - Secondary data is very important for making the foundation of the research. For conducting this study secondary data is collected from some of the given sources:-

- Maharashtra Industrial Development Corporation Database
- Ministry of Micro, Small and Medium Enterprises Database
- Maratha Chamber of Commerce Database
- Internet, Websites, Books, Encyclopedia, Leaflets & Journals etc.
- Previous published research papers in the same field.
- Research journal of the same field.
SAMPLE SIZE

For conducting this study 300-500 micro, small and medium enterprises are contacted with the structured questionnaire. The questionnaire consisted closed ended, descriptive questions to seek the information.

SAMPLING TECHNIQUE

To collect the data sampling techniques is very important to define your population. So for this study we have used Non-probability convenience sampling technique.

ANALYSIS OF DATA

The analysis of the data is necessary to test the hypothesis. So the collected data from the various sources is tested with the help of Chi-square test. SPSS software is also used to analyze the data.