

## Marketing Strategy - Entering New markets

*Selling products to new markets abroad has many opportunities and threats to a business. Complete your answers in your notebook.*



<p><b><u>Task 1</u></b> Explain the following opportunities further.</p> <ul style="list-style-type: none"><li>● Growth potential of new markets in other countries.</li><li>● Home markets might be saturated.</li><li>● Wider choice of location to produce products.</li><li>● Trade barriers have been lowered in many parts of the world.</li></ul>	<p><b><u>Task 2</u></b> Explain the following threats further.</p> <ul style="list-style-type: none"><li>✗ Lack of knowledge</li><li>✗ Cultural differences</li><li>✗ Exchange rate changes</li><li>✗ Import restrictions</li><li>✗ Increased risk of non-payment</li><li>✗ Increase transport costs</li></ul>	<p><b><u>Task 3</u></b> Explain the following solutions further.</p> <ul style="list-style-type: none"><li>➤ Joint ventures</li><li>➤ Licensing</li><li>➤ International franchising</li><li>➤ Localising existing brands</li></ul>
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## Unit 3: Marketing Strategy - Entering New markets

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