**Entering International markets**

|  |  |  |
| --- | --- | --- |
| **Method (and explanation)** | **Advantages** | **Disadvantages** |
| **Exporting** |  |  |
| **Direct Investment** |  |  |
| **Licensing** |  |  |
| **Alliances** |  |  |

What types of questions do you think you could be asked about these?