**INTERNATIONAL BUSINESS ECONOMICS AND MARKETS**

**Learning Outcome 2: Activity 2**

**Market entry**

Prepare and deliver a short presentation to explain the pros and cons of ONE of these methods of market entry.

* Direct export
* Agents and Distributors
* Licensing/Franchising
* Turnkey contracts
* Contract manufacturing
* Joint ventures
* Strategic Alliances
* Foreign Direct Investment
* Direct Marketing

Make your presentation as interesting as possible, **and** use examples to support your explanation.

You will be called on to present to your fellow learners.

Use visual aids to illustrate your points such as:

* PowerPoint slides – maximum 5.
* Drawing or diagrams on paper or a whiteboard

Interact with your audience in some way, for example by asking them questions.