**INTERNATIONAL BUSINESS ECONOMICS AND MARKETS**

**Learning Outcome 2: Activity 3**

**Market entry method**

Give an example of a business for each of the following market entry methods. For example, McDonald’s mostly uses Licensing/franchising.

1. Direct export
2. Agents and distributors
3. Licensing/franchising
4. Turnkey contracts
5. Contract manufacturing
6. Joint ventures
7. Strategic alliances
8. Foreign direct investment
9. Direct marketing