**DEVELOPING INTERNATIONAL MARKETS**

**LEARNING OUTCOME 3: ACTIVITY 1**

**Group Activity**

## **Cunningham’s five strategies**

In small groups, using Cunningham’s five strategies for international market entry, come up with a business that has used one of these strategies. Try to find one for each strategy.

For each one, write down:

* The name of the business
* The market it operates in/is entering
* How did they do it?
* Were they successful? Why?