

ACTIVITY 1: CHAPTER 3 MARKET ENTRY STRATEGY

MATCH THE GIVEN STATEMENT WITH THE CORRECT MARKET ENTRY STRATEGY.

Nestle build its new production plant in China

Manufacturing

Its are process of selling finish product in international market

Licensing

Its suitable for business with unique concept

Greenfield

Low budget houses are build based on this strategy.

Turnkey Operation

The relationship between Coca Cola and F&N Malaysia are _____.

Exporting

Proses of transforming raw material into finish product are _____.

Franchising