



Theme 2

FORMS of the INTERNATIONAL ACTIVITY of FIRM



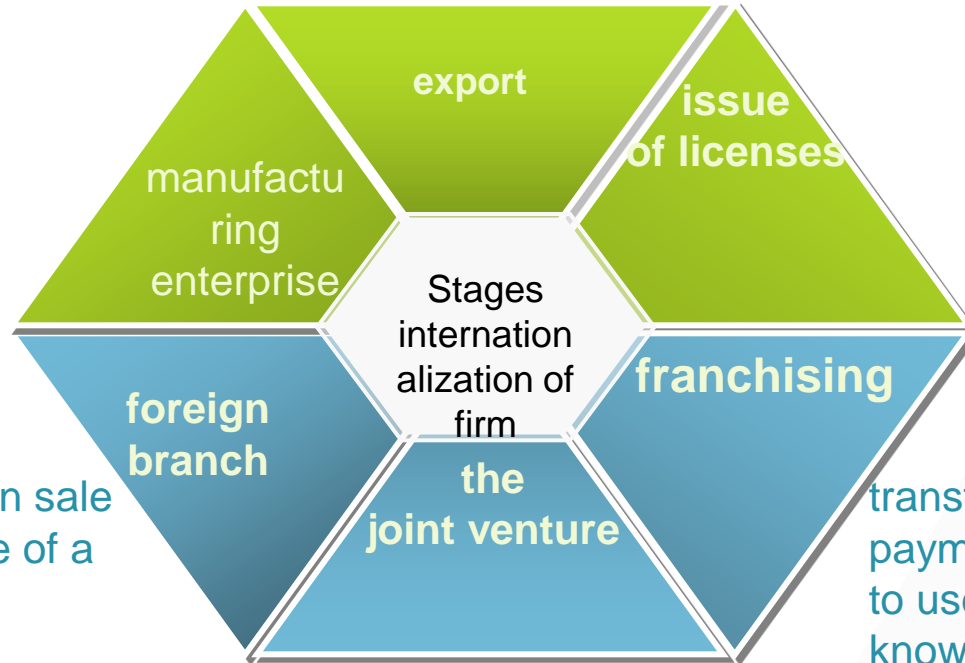
➔ Words from the lecture

words	words	words	words
development	improvement	access	expansion
strengthening	loading	partnership	legislation
dependence	available	Protection	solution
intermediary	branch	Joint business	fluctuations
favorably	subsidiaries	scientific	existence
A field			
overcoming			
A	B	C	D



Stages internationalization of firm

single transactions on sale of goods abroad



transfer to the licensee for a payment of the rights to use a product, technology

transfer for a payment of the right to use a name, a know-ho

assembly or production is abroad carried out by cooperation on the basis of financial participation or contractual obligations of partners

placement of separate parts of industrial complex, partial production, processing, assembly

own branch on sale and/or service of a product



2. OF THE ENTRY INTO THE INTERNATIONAL MARKET

There are four ways of an exit to a foreign market:

Delegation of powers without investment (delegation of power on export , the export franchise, commercial intermediaries)

international marketing

international marketing

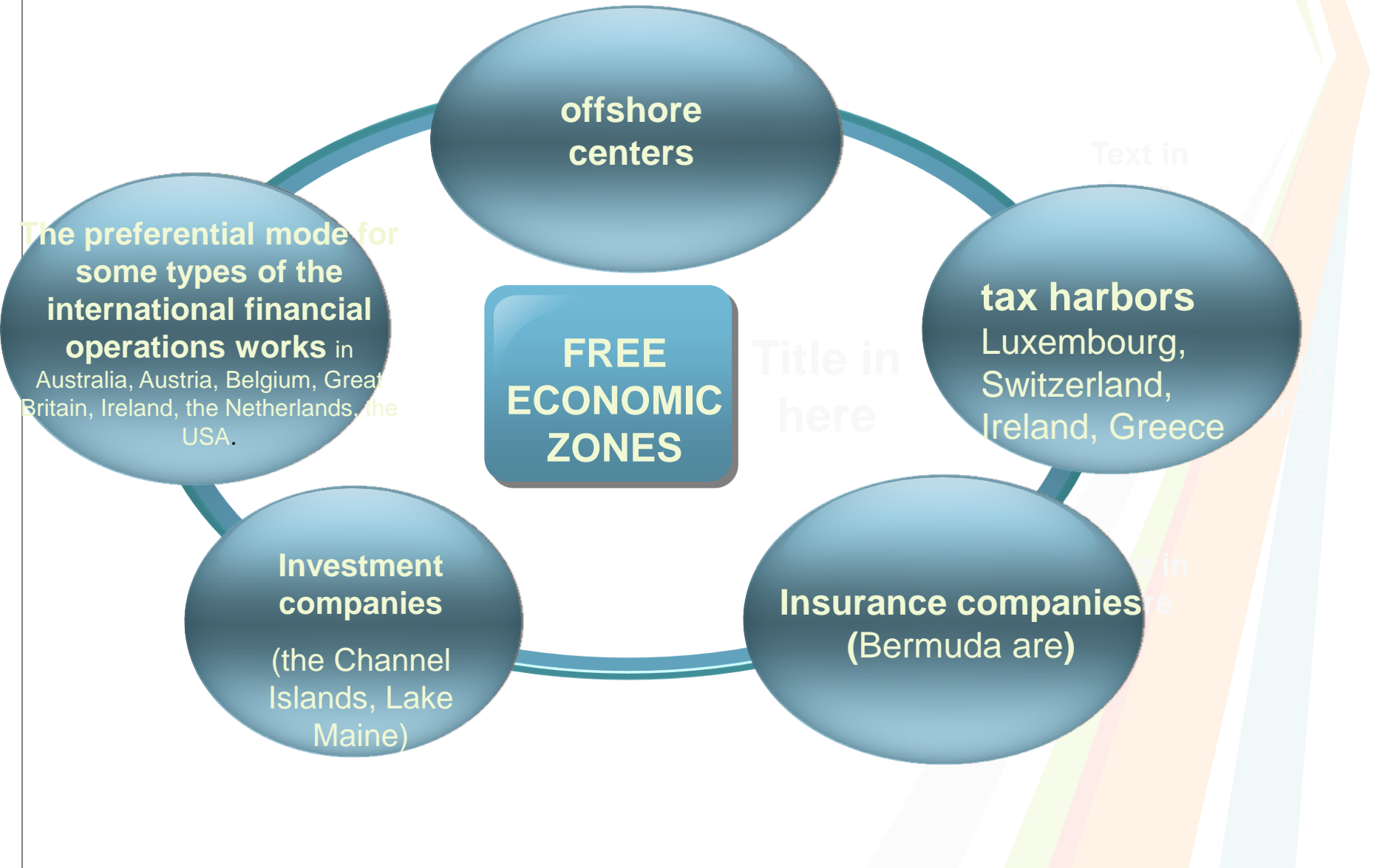
Presence in the market without investments (direct export, technical assistance abroad)

Delegation of power with investments (direct investment, turnkey plant, Joint branch)

Investment with control (this way of an exit to a foreign market assumes the organization of marketing or production branch)



3. FREE ECONOMIC ZONES





Thank You!

