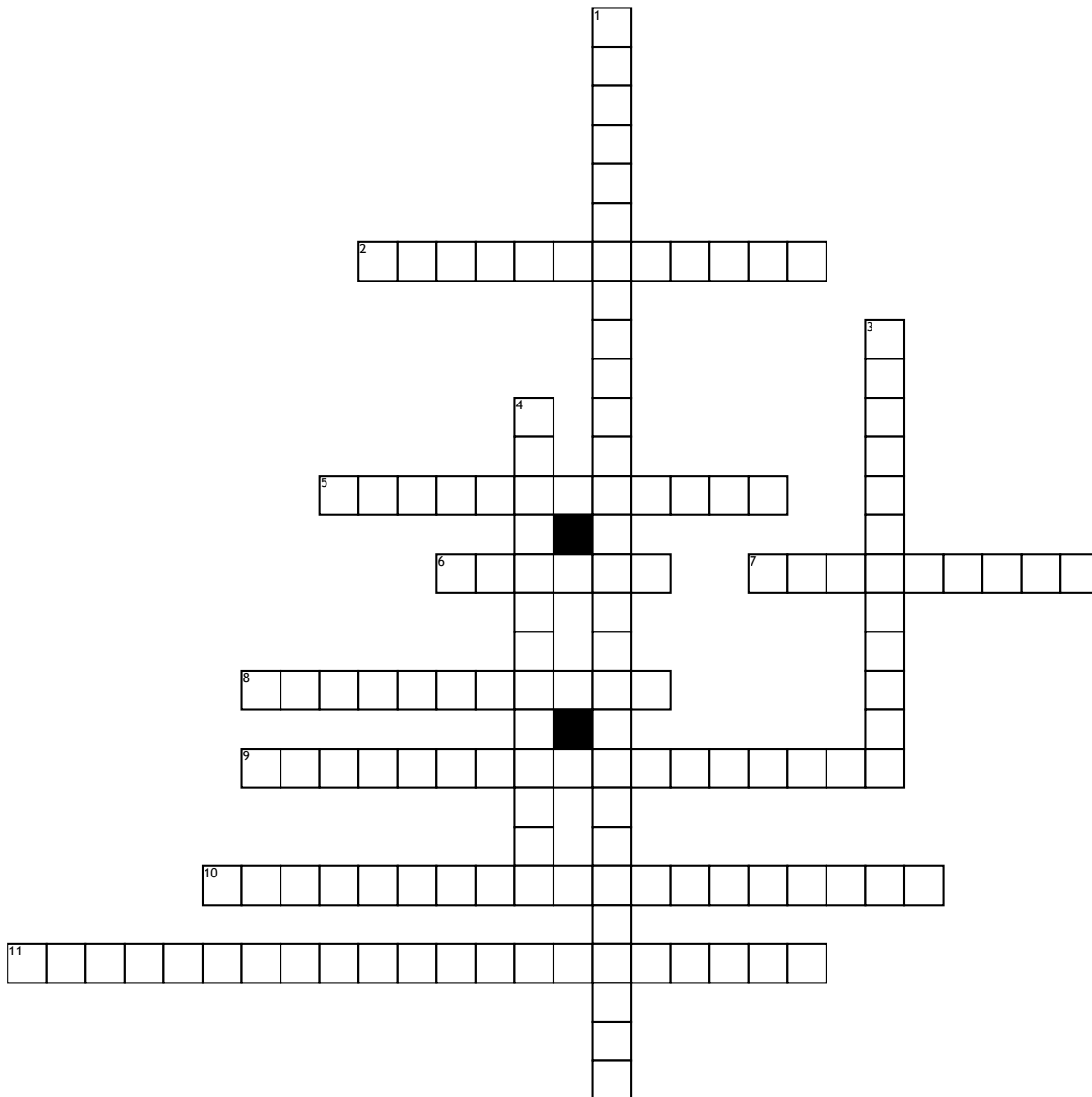


# Modes of Entry



## Across

2. A form of indirect exporting that involves another larger company
5. \_\_\_\_\_ stock the manufacturers product, and can choose their own customers and price
6. independent company that sells the manufacturers product to customers
7. leases the right for another firm to use its intellectual property
8. right to use a total business concept
9. similar to a joint venture however no "separate personality" is formed

10. setting up sales facilities in the target market

11. manufacturing of a product is outsourced to an external partner

## Down

1. opens its own manufacturing site
3. An equity partnership typically between two partners
4. a company travels abroad to identify opportunities to enter foreign markets and to gain information