

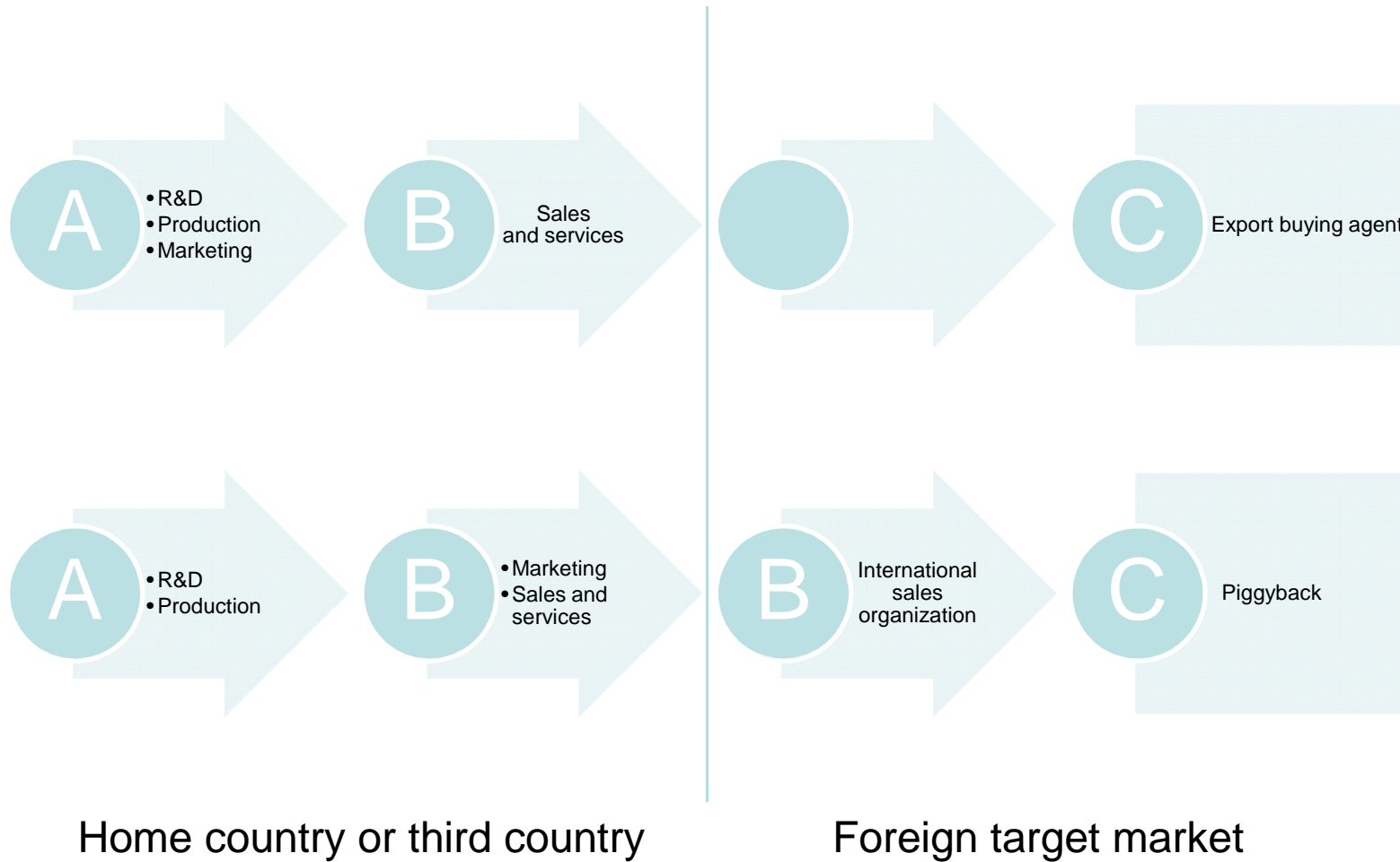


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Entry Modes



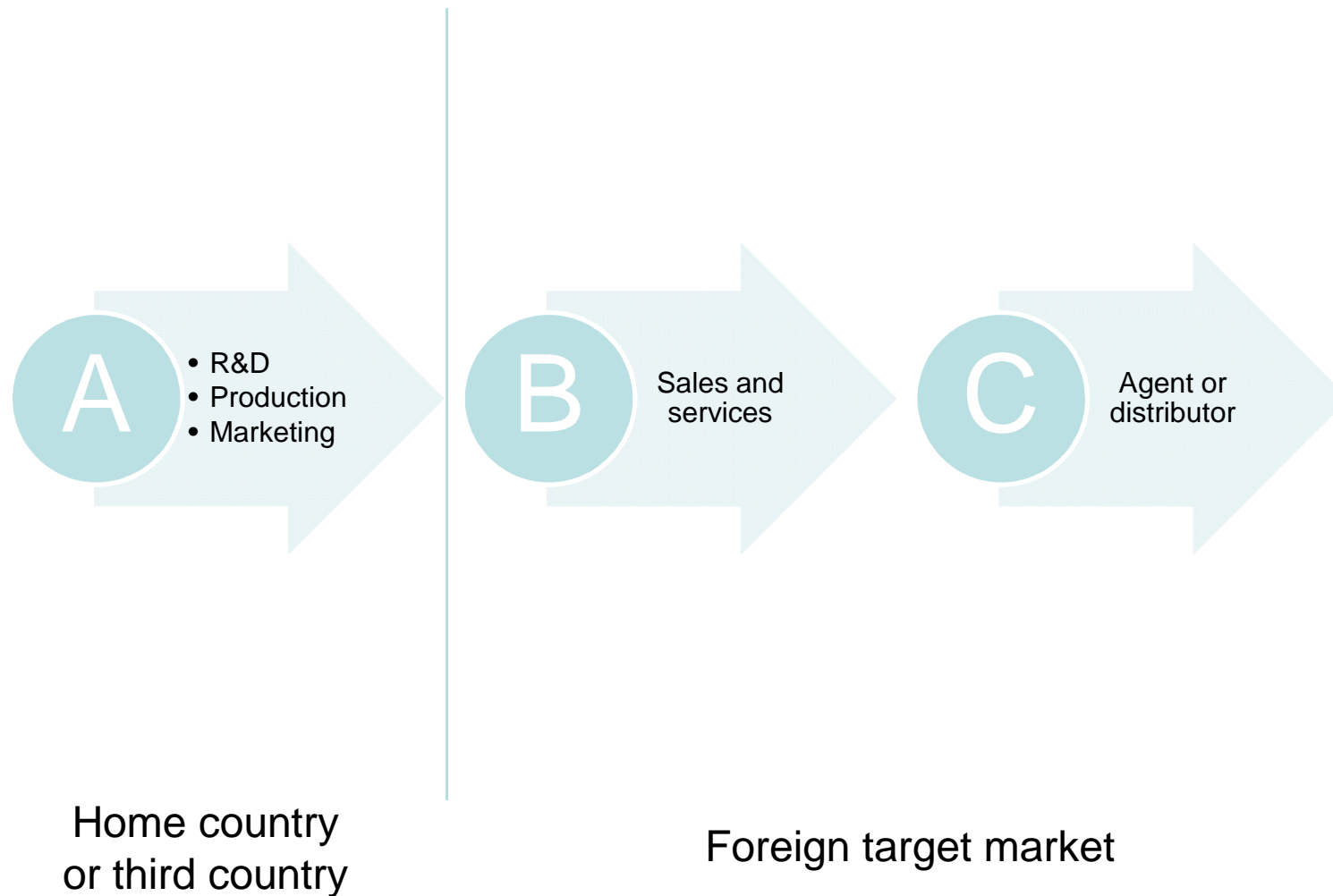
Export modes - Indirect export



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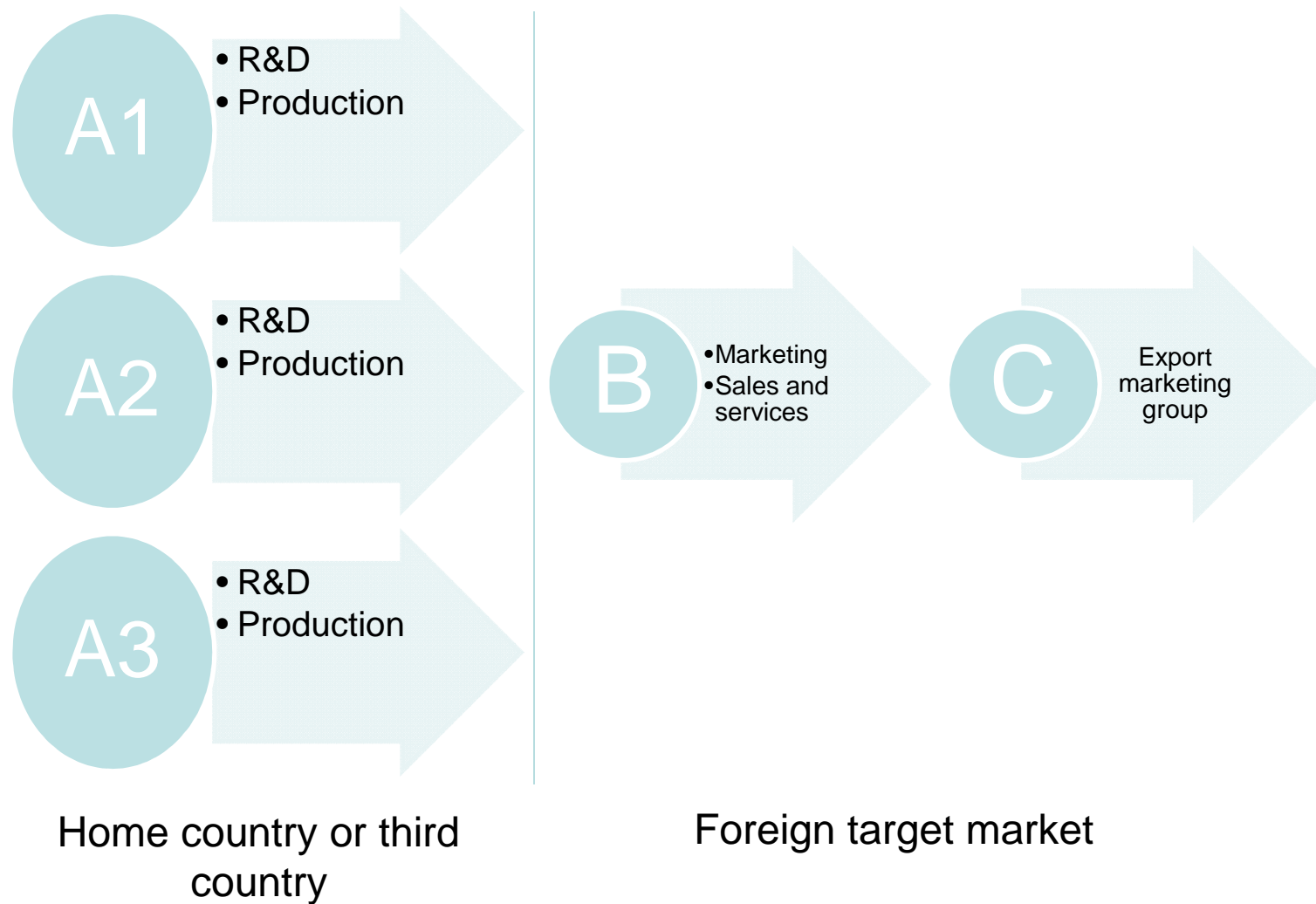
Export modes – Direct export



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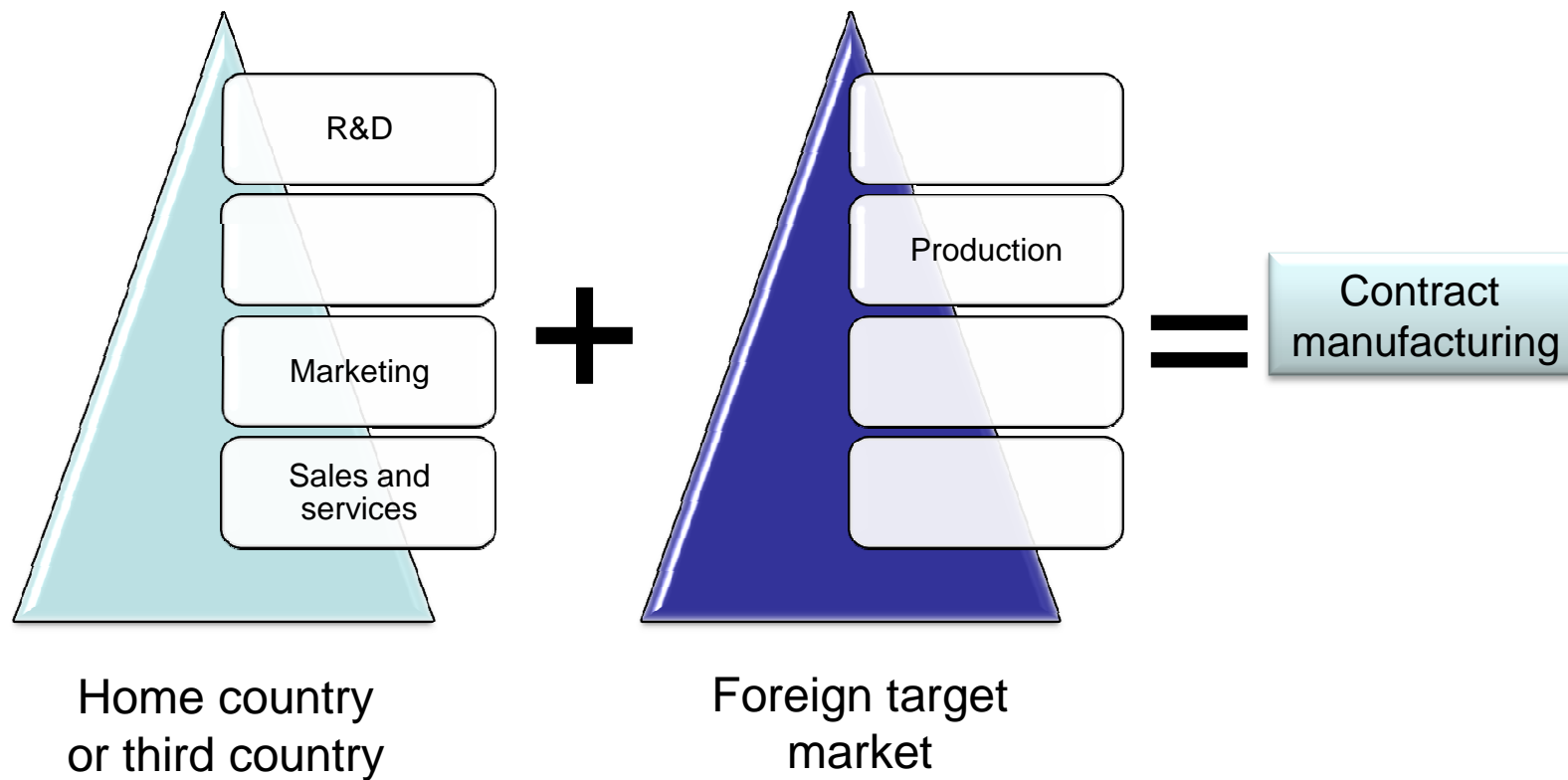
Export modes – Cooperative export



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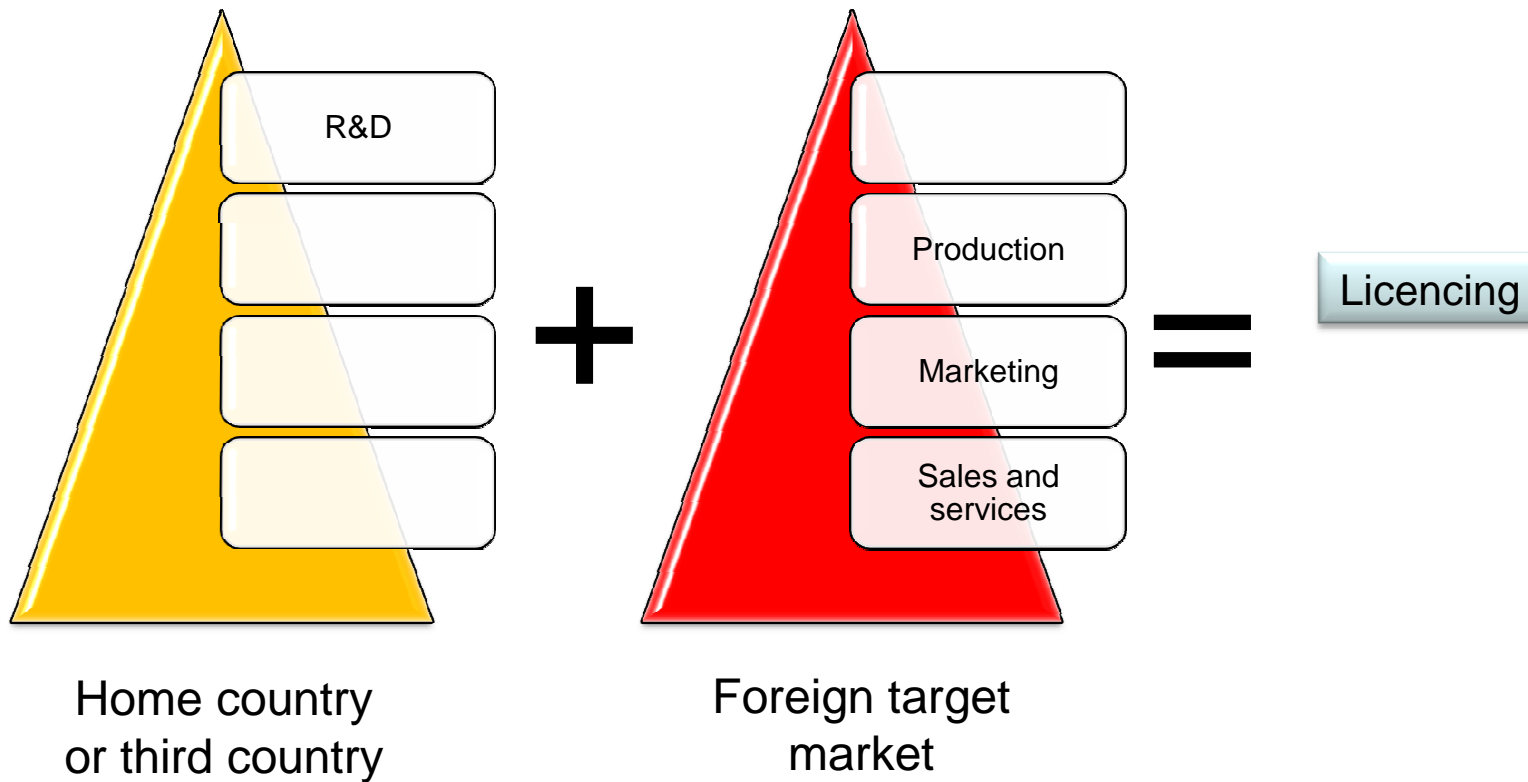
Intermediate modes – Contract manufacturing



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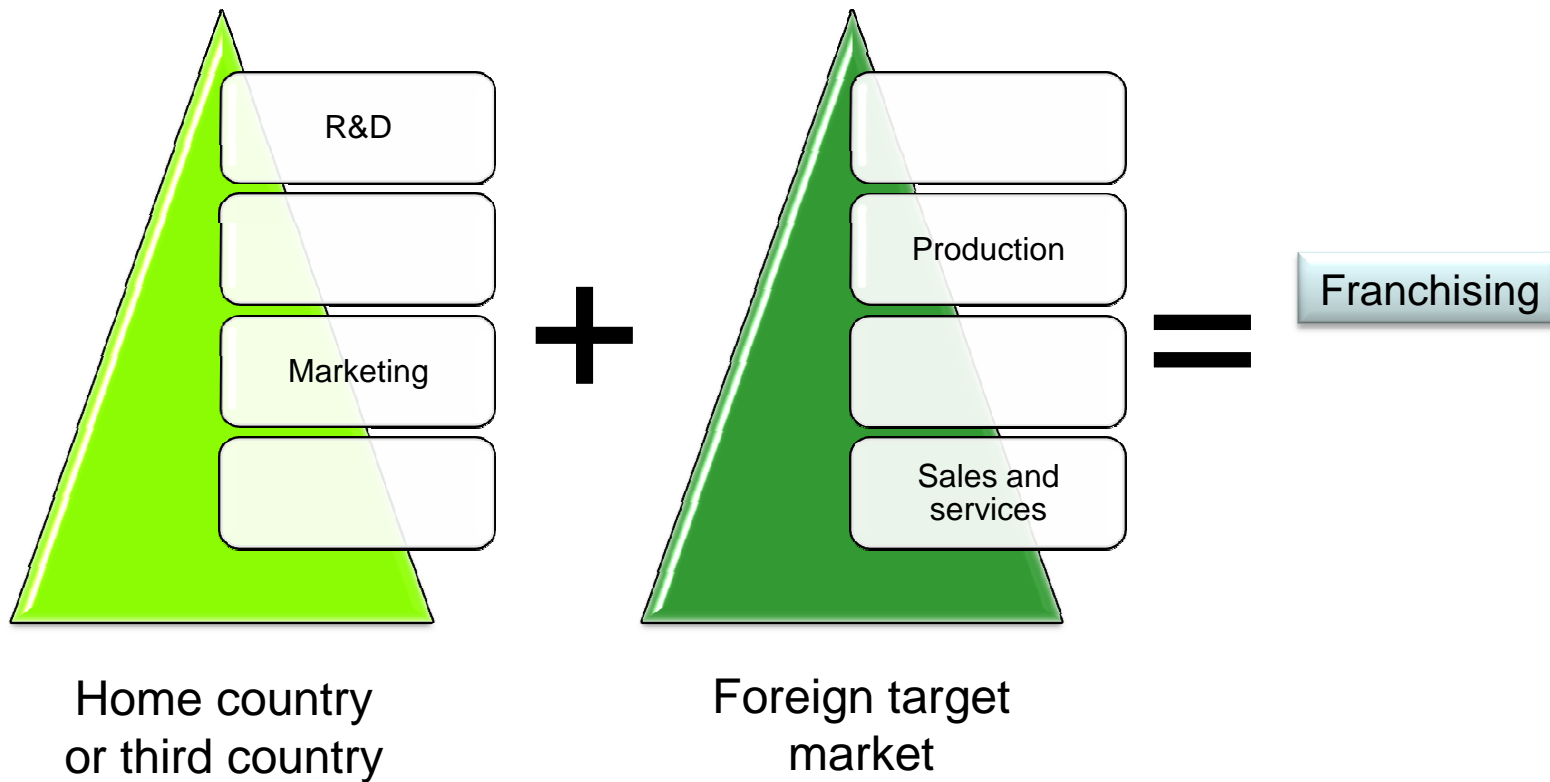
Intermediate modes - Licencing



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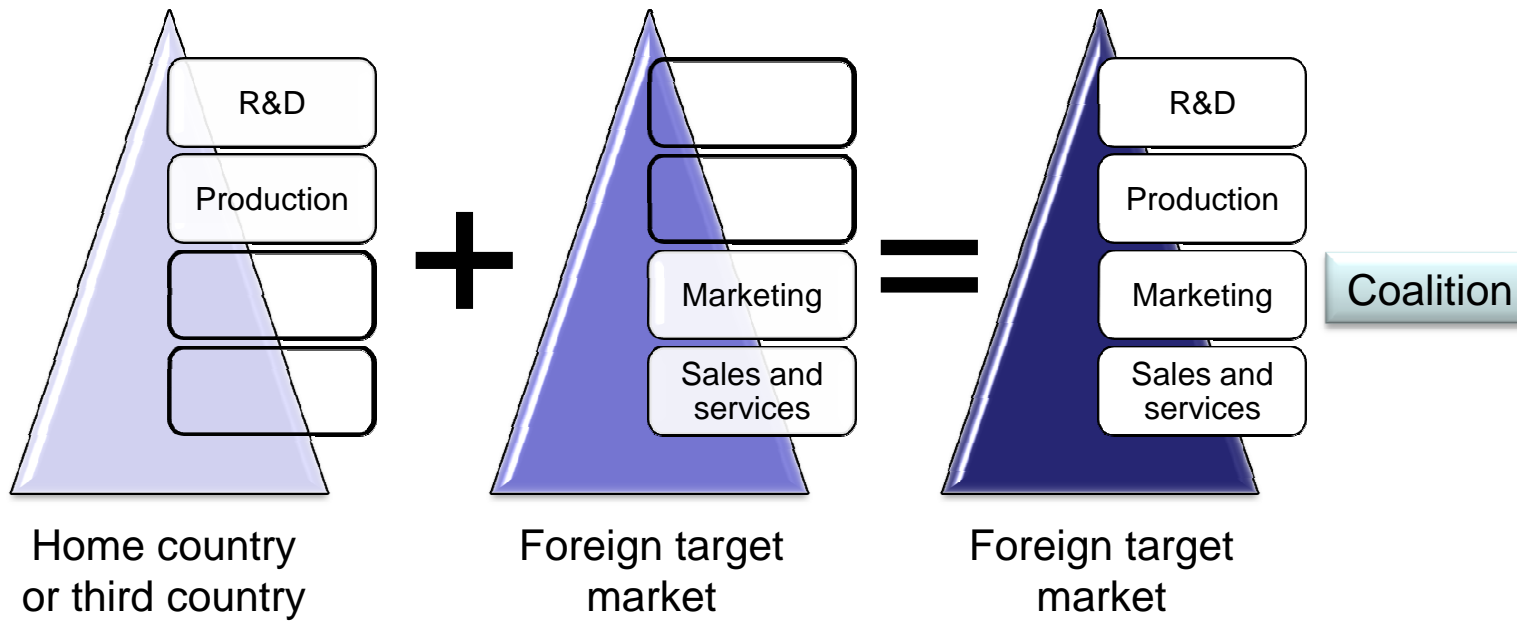
Intermediate mode - Franchising



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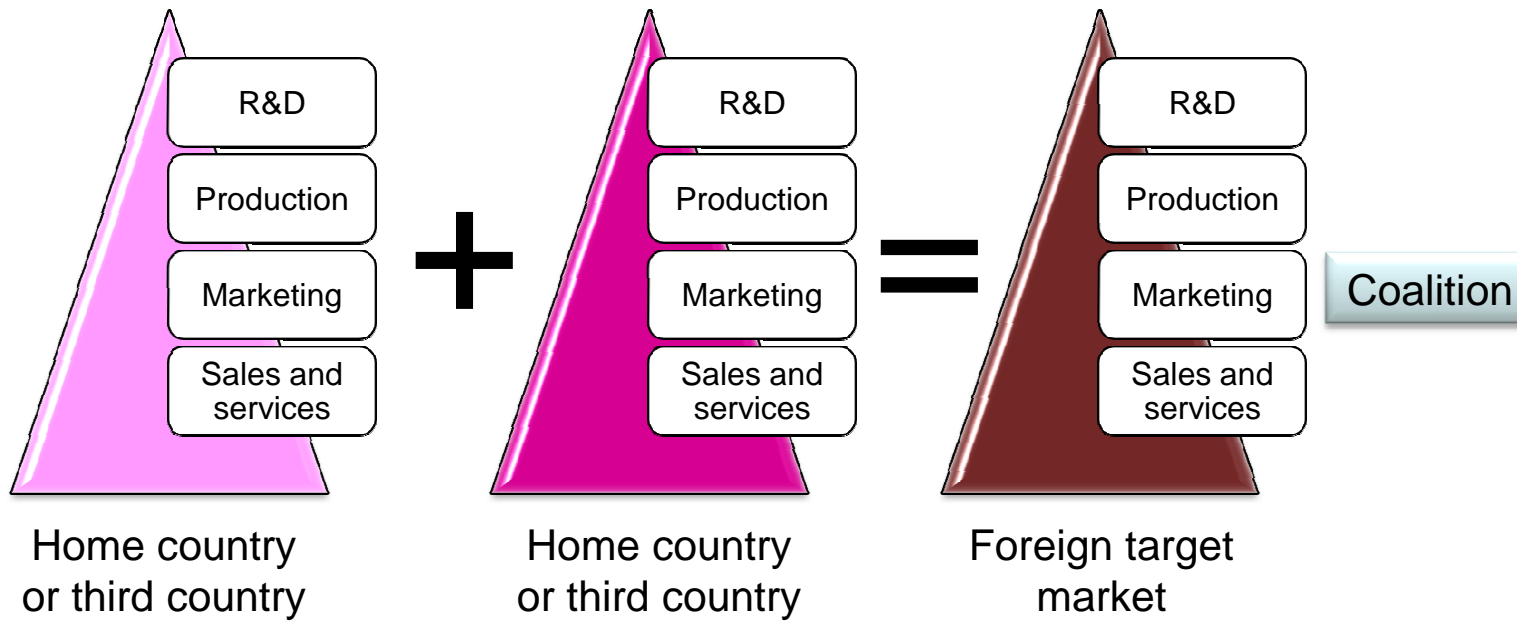
Intermediate modes – Strategic alliances / joint ventures



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Intermediate modes – Strategic alliances / joint ventures



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