



Selecting the Right Distribution and Sales Channels - Part One

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In This Chapter:

- ◆ Distribution options
- ◆ Indirect exporting
- ◆ Direct Exporting
- ◆ Own organization overseas
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- ◆ Licensing
- ◆ Franchising
- ◆ Holding companies and tax planning
- ◆ E-commerce
- ◆ Pros and Cons of different solutions

There are many components to international business. One is choosing the correct distribution and distributor channel, how your product or service will reach the final end-user. Each distribution alternative has its pros and cons. The key is to adapt to the way of doing business in the foreign market. The purpose of this chapter is to highlight some of the key considerations for selecting distribution options for export markets.