Solutions

2.1

- Exporting.

2.2

- Local knowledge or local contacts.

2.3

- It needs less investment than building a foreign operation.
- The firm can test whether customers really buy the product.

3.1

- Export a small range first.
- This is a lower-commitment route for a firm without overseas experience.
- It lets the firm test demand, delivery, and returns before investing heavily.
- This limits the loss if the snack does not suit the new market.

3.2

- Local customer tastes and language may differ, so the product or packaging may not sell.
- Transport delays, exchange-rate changes, or overseas rules can raise costs or interrupt supply.