

# INTERNATIONAL MARKETING



**International marketing-the  
marketing of goods and services  
in two or more countries.**



## **1. Indirect export**

**Exporters use an intermediary, such as an export agent, to deal with buyers in the overseas market.**

## **Direct export**

**Companies handle their own exports, for example by setting up overseas offices.**

# Licensing

**Companies sell the rights to use a manufacturing process, trademark or patent for a fee or royalty.**



# Joint ventures

**Two companies, for example an overseas firm and a local one, may work together to develop a particular market.**



# Direct investment

The company buys a local firm, or sets up its own manufacturing subsidiaries.

