

Once you've decided on the type of partnership, start looking for a suitable partner. The right partner is one that complements and strengthens your capabilities, and that will work efficiently and effectively with your organization.

Even if you know exactly what kind of partner you want, you still have to know where to look to find the right one. A good way to start is by talking to suppliers, customers, industry associations, business councils, banks and so on. Canadian embassies and trade commissioners

can help you identify candidates and arrange for introductions. (*See Section 11, Sources of Assistance and Information.*)

The worksheets on the following pages summarize the steps involved in choosing a distributor/supplier and developing a partnering strategy.

Now that you have selected an entry strategy, it's time to determine a competitive price for your product or service.