

### Other Characteristics

- core values
- corporate culture
- centralized vs. decentralized
- unique corporate structure?
- attitudes to customers and service
- attitudes to risk
- attitudes to financing, dividends, reinvestment

## CHAPTER 2: ASSESSMENT OF THE OPPORTUNITY

*[This chapter requires an evaluation of how the prospect might be useful to a Canadian firm. The following are some of the partnering options that might be appropriate.]*

### Objectives of the Partnership

- Facilitating direct sales of goods and services
  - by selling finished goods or services to end-users (consumers)
  - by selling to industry
  - by selling to the government or state-owned enterprises
- Shipping components or unfinished goods from Canada for final processing or assembly (*maquiladora* model)
- Licensing Canadian technology, know-how, or other intellectual property
- Establishing a franchise
- Co-marketing or co-manufacturing
- Using the host country as a springboard to neighbouring markets
- Securing financial contributions (an investment in the Canadian company or its operations) from sources in the host country
- Access to complementary capabilities in the host country such as:
  - R&D
  - technical know-how
  - manufacturing
  - marketing
  - other (specify)