



*How are you going to finance your expansion into the EC?*

1. How will competing in the Single Market affect your profit and loss statement?

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5. How will competing in the Single Market affect your company's cash flow?

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2. How will operating costs change? Consider transportation, distribution, production, rationalization, and certification procedures.

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6. What are the cash flow implications of changes in productivity and sales?

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3. How much will marketing initiatives, sales promotion, and product development costs increase?

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7. What financial options do you have?

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4. How will competing in the Single Market affect your company's balance sheet?

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8. What changes do you need to make in your financial and management accounting systems?

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9. Does your company's bank or accountant have detailed knowledge of local financing?

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