

Distribution Channels. Many successful exporters to Britain have found it necessary to adapt to British methods of distribution, which are not always the same as in Canada. A little research will give you a good indication of whether an agent, a stocking distributor, a direct sales program to chain organizations, or a small branch sales operation would be the most efficient and effective distributor. Again, the Commercial Division of the Canadian High Commission can provide guidance.

In summary, Britain, as one would expect, is an active and mature market, a niche market, but a rewarding one for those who are competitive and persistent and who have the resources to take the long-term view.