

Consultronics' presence takes the form of a manufacturing plant located in the UK; the firm is not involved in its European marketing activities. The enviable performances of Gennum and Consultronics show that it is possible to succeed in the European market without permanent sales offices in Europe, given the right circumstances.

## 2.8 Case Histories

The case histories of the nine companies are presented in the following sections in the same order as they appear in each of the exhibits, ranked by the size of their European sales as a percentage of the company's total sales.