

involvement of corporate management in setting up U.K. operations, since many practical decisions could be handled by the U.K. team.

Furthermore, because of the team's experience, it was not necessary to conduct an extensive market study before starting U.K. operations. Market research, however, was used to supplement the company's information system.

Products were designed to International standards from Inception. Another of Newbridge's assets was designing its products according to international standards from the beginning. This, in turn, was facilitated by the international experience of management, who knew those standards.

All marketing tools available were used to promote awareness in U.K. market. Newbridge used a combination of advertising, word of mouth and attendance at trade shows to get known in the U.K. market.