

8. How will marketing and sales affect your organization?

---

---

---

9. How will local customs affect your marketing?

---

---

---

10. How will you test the market?

---

---

---

11. What promotional strategy should you use?

---

---

---

12. What sales literature do you have and is it suitable for your new market?

---

---

---

13. What type of after-sales service do you need?

---

---

---