

Key Factors in Achieving Success

- Having a unique and high quality product was a key factor in Stanley's success.
- Teaming up with quality local partners has enabled Stanley to avoid many of the barriers to entry which would exist if they were attempting to enter the market alone. The nurturing of the relationship is also of utmost importance as Stanley's product is but one of many which Carl Bro Inc. can choose from.

- Acting quickly when learning of the symposium afforded Stanley a relatively easy entrance into the West European market.
- Finally, having experience in other export markets proved invaluable in their successful foray into the Western European market.

A Word of Advice

As Western Europeans prefer to deal with fellow countrymen, locating a good local partner will contribute to success in the market.