1. Do you agree with this list? What do you like/dislike? What would other items would you add, or what would items would you drop?

Here is a checklist of ten points for you to follow when taking the decision to enter new international markets.  
1. Start by defining your motives for going international.  
2. Have you researched your markets?  
3. Have you looked at all alternative methods of market entry?  
4. What is your fallback strategy if things go wrong?  
5. Are your budgets and timescales realistic?  
6. Do you have the support of the entire management team?  
7. Have you nominated an international champion?  
8. NEVER underestimate culture.  
9. Train, recruit and provide incentives.  
10. Be patient.

1. Please visit: http://www.freitag.ch/.

Explore the website and describe the competitive advantage that this business is based on. How has Freitag developed a brand that appeals to a global market? Would you buy these products?

1. Coca Cola was the world's third most valuable brand in 2014, what do you thing?
2. After all, many businesses have worked hard to sell a lot of the stuff that is polluted our world. What is our role now to help change things?