

Wall Rx – Global Market Expansion

You have been just contacted by Mr. Robert Herjavec from the show "Shark Tank" asking for your advice on how to enter a foreign market. Mr. Herjavec recently purchased the international rights to sell Wall Rx. Wall Rx is a no mess, easy way to repair holes in your drywall. He is very excited about the purchase but isn't sure the best way to enter a foreign market. You must advise him on which of the following will be the best option for him:

- 1. Exporting**
- 2. Franchising**
- 3. Licensing**
- 4. Subcontracting**
- 5. Joint Ownership**
- 6. Direct Investment**

He also wants your perspective on what product strategy he should follow, either a Straight Extension or Product Adaptation.

Because he likes to know all the ramifications of the advice he receives, please thoroughly explain why you chose what you chose as well as why you discounted the other options as viable solutions.