example to
use whe
doing
Box 4

similer
to this
→

The ERRC Grid

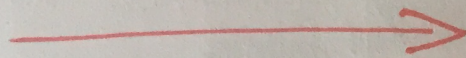| ELIMINATE	RAISE
Which factors that the industry takes for granted should be eliminated?	Which factors should be raised well above industry's standard?
REDUCE	**CREATE**
What actions should be reduced well below the industry's standards	Which factors should be created that the industry has never offered?

which a company enters a foreign market.
Not all international Business ....