

(d) Analyse why the owners of *AngelBerry* advise that it is 'essential to carry out thorough research before you start exporting'.

(6)

If a firm tries to enter a market without carrying out ~~some~~^{detailed} research first, then it could face great losses if it doesn't work out. For example, if an ice-cream company decided to start operations in ~~Antarctica~~ Iceland without researching the market first, they would lose money because ice cream is not in high demand in cold countries.



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