

# Should we expand into new international markets?

Strategic Options			
Option #1	Option #2	Option #3	Option #4
<i>Description</i>	<i>Description</i>	<i>Description</i>	<i>Description</i>
<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Benefit</li> <li>• Benefit</li> <li>• Benefit</li> </ul>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Benefit</li> <li>• Benefit</li> <li>• Benefit</li> </ul>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Benefit</li> <li>• Benefit</li> <li>• Benefit</li> </ul>	<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Benefit</li> <li>• Benefit</li> <li>• Benefit</li> </ul>
<b>Risks:</b> <ul style="list-style-type: none"> <li>• Risk</li> <li>• Risk</li> <li>• Risk</li> </ul>	<b>Risks:</b> <ul style="list-style-type: none"> <li>• Risk</li> <li>• Risk</li> <li>• Risk</li> </ul>	<b>Risks:</b> <ul style="list-style-type: none"> <li>• Risk</li> <li>• Risk</li> <li>• Risk</li> </ul>	<b>Risks:</b> <ul style="list-style-type: none"> <li>• Risk</li> <li>• Risk</li> <li>• Risk</li> </ul>
<b>What must be true?</b> <ul style="list-style-type: none"> <li>• Fact</li> <li>• Fact</li> <li>• Fact</li> </ul>	<b>What must be true?</b> <ul style="list-style-type: none"> <li>• Fact</li> <li>• Fact</li> <li>• Fact</li> </ul>	<b>What must be true?</b> <ul style="list-style-type: none"> <li>• Fact</li> <li>• Fact</li> <li>• Fact</li> </ul>	<b>What must be true?</b> <ul style="list-style-type: none"> <li>• Fact</li> <li>• Fact</li> <li>• Fact</li> </ul>