

Foreign direct investment Investing by setting up operations or buying assets in businesses in another country.	Reverse engineering A method of analysing a product's design by taking it apart.
Foreign direct investment (FDI) Business investment undertaken by a firm in another country; building a factory for example.	Risk The probability of a (bad) event happening multiplied by its (negative) impact.
Franchising Establishing a long-term co-operative relationship whereby one party, the franchisor, contracts with another, the franchisee, to run its business. McDonald's is a well-known example of a franchise.	Rules of Origin A system of allocating certificates whereby a defined amount of a product or service must be certified as being created within that region.
Free trade area (FTA) A region where member states remove all trade barriers between themselves, but each member state nevertheless keeps different barriers against non-member states.	Saturation The point when most of the customers who want to buy a product already have it, or there is limited remaining opportunity for growth in sales.
Global competitiveness The extent to which a business or a geographical area such as a country, can compete successfully against rivals.	Single market A market where almost all trade barriers between members have been removed and common laws or policies aim to make the movement of goods and services, labour and capital between countries as easy as the movement within each country.
Global marketing strategy The process of adjusting a company's marketing strategies to reflect conditions, consumer tastes and demand in other countries.	Skills shortages Where potential employees do not have the skills demanded by employers.