

Case Study Example: *This case is a real life example, although the identity of the client has been removed to protect client confidentiality.*

Human Resources

ABC is a small privately owned company based in North Carolina USA. Although aware that a range of customers existed in the Middle East for their specific product, ABC were worried that the added overheads of frequent travel to the region for customer visits, and costs associated to office expense and personnel there could be burdensome for such a small scale enterprise.

ABC was aware that some of their US competitors were already active in the region, but used local 'agents' instead of employees in the Middle East to reduce the overheads of their operation there. However, through lack of network in the region, ABC did not feel confident of securing the right people for the job.

In contacting Near East Services on this issue, ABC was hoping to secure a reliable, honest and English speaking individual to represent ABC in the country of Jordan. However after consultation, ABC was pleased to note that Near East could provide not only exactly the right kind of person for the job, but also deliver a legally binding contract, arrange meetings with the prospective agent, negotiate an acceptable commission based entirely on sales, and help with networking on regional distribution issues.

As a result, ABC's entry into the Jordanian market was seamless and importantly, did not significantly contribute to the sunk cost of entering this market. In addition, ABC subsequently found the agent agreeable to covering the neighbouring markets of Syria and Lebanon too – dramatically reducing the cost of entering those markets.