**CHAPTER CASE 3.1: Red Fish-Blue Fish, LLP: Another Sequel** p.103

**Case Notes:**

1. What are the options for Red Fish-Blue Fish as far as global intermediaries are concerned? What do you recommend? Why?

The global intermediary options are foreign freight forwarders, airfreight forwarders, non-vessel operating common carriers, export management companies (EMC), export trading companies and customs house brokers. To fuel expansion, Red Fish-Blue Fish should conduct its business in the Asian region with an export management company. An EMC can act as an agent for Red Fish-Blue Fish to select appropriate markets, distribution channels and promotional campaigns to target customers more effectively and deliver goods consistently. This would drive growth in the Asian market.

1. What other options does Red Fish-Blue Fish have to expand their Asian sales?

Another option to expand their Asian sales is to engage with a general trading company. Trading companies purchase goods from small- to medium sized firms and sells them on the global market. This option could create more demand in the Asian markets. Another option would be to partner with the Liu-Sheng Trading Company to form a joint venture or partnership in Asia to provide exotic fish and consulting services. Collaborating with an established Asian trading company that Red Fish-Blue Fish has a strong relationship with has the potential to boost their sales in Asia