

1. Read the text extract and answer the questions

The Italian company TechnoAlpin, one of the world’s biggest suppliers of snowmaking systems, will construct its center for international spare parts management for snowmaking equipment in Tyrol. In the future, the Austrian site will be responsible for serving some 1.800 skiing areas in 48 countries around the world. TechnoAlpin was founded in Bolzano in Italy in 1990, and generated revenue of more than € 135 million, employing a staff of 400 people.

Source: <http://investinaustria.at>

- 1. The decision is about a corporate, business or functional strategy?
- 2. The mode of internationalization is:

☐ a Export ☐ b IDE ☐ c Joint venture
- 3. The requested investment is concerning marketing or production business function?

a. Marketing, because

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b. Production, because

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