

12.4_C

Notes	Business strategy
1. new or non-transport activities	
2. link up with other companies	
3. takeover of companies abroad	
4. sale of shares in the company to investors	

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Answers

Notes	Business strategy
1. new or non-transport activities	diversification
2. link up with other companies	joint venture
3. takeover of companies abroad	internationalization
4. sale of shares in the company to investors	stock market flotation