VU LEARNING HUB

MGT520 Assignment 1 Solution

Fall 2026

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Fall 2026 | Total Marks: 5 | Due Date: 15 November 2026

Name: VU Learning Hub

PakStyle Apparel makes quality cotton clothes in Faisalabad. It has a big customer base in Pakistan. It wants to sell in the UK. It has limited funds and it wants low risk. Three modes are on the table. Exporting sells clothes made in Pakistan to UK buyers. Licensing lets a British firm use the brand for a fee. A joint venture builds a firm together with a British partner.

Chosen Option

Option A Exporting is the most suitable mode for PakStyle Apparel.

Justification

Exporting needs the least money. PakStyle only makes the clothes at home and ships them. No factory or office is needed in the UK. Risk stays low because no big money goes abroad. Licensing gives the brand to another firm and earns only a small fee. It also takes away control of quality. A joint venture needs big money and shared control. A small firm with limited funds cannot afford it. So exporting fits limited funds and low risk best.