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## 5. (a) Sales or Marketing Agency

The advantages of the sales or marketing agency will be quite good because the agency knows better about the European markets and have reach to the local and potential customer base but the only problem will be of finance for the company as have to pay a lot.

## (b) Distribution agreement

The benefit of the distribution agreement that in case the product is not distributed completely by the agency then the company have a right to execute themselves for further marketing plan and to distribute all the goods as stated in the contract but the only disadvantage is that the company will not find the performance who will accept the deal easily.

## (c) Franchising arrangement

It works for the company perfectly because the company get return as expected and also can provide necessary training to the people who franchise and there seems not to be any loss except the low return as compared because the franchise will keep some part of it.

(Jon Plush & Michael Orley, Business Law P. 122)

## 6. (a) Salomon v Salomon & Co. (1897) is a landmark United Kingdom Company Law Case. This law case is used to determine the corporate personality that was set out in the Company Act 1862 so that the creditor of the company can't sue to the shareholders of the company to pay the outstanding debt.

(Jon Plush & Michael Orley, Business Law P. 12)

(b) The key difference between the private limited company and a partnership is the responsibility of the debts, formal paperwork requirement, no protection of the liability in partnership, accountable of debts in case of business fail, and the partnership can be converted in to private limited but reverse is not true.

(c) Private limited company incorporates with minimum of 2 people but public limited company incorporates with minimum of seven members and the liability is unlimited in private but in public the liability is limited. There is no maximum limit of the members in public but in private there is limit of maximum 50 members.

(Jon Plush & Michael Orley, Business Law P. 123)

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