



## Building an Import / Export Business

By Weiss, Kenneth D.

Wiley, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: List of Illustrations. Acknowledgements. Introduction. 1. Your Big Idea: Is It Any Good? Importing Handcrafts from Ecuador . Exporting Hardware. Importing "World Clocks". Exporting Printer Paper. Brokering Computer Equipment. 2. Is This Business for You? Have You Failed Yet'. How is your Financial Situation? Interest in and Knowledge of the World. Familiarity with Foreign Languages and Cultures. Persistence, Patience and Judgment. Attention to Detail. Contacts with Buyers of the Ability to Make Them. Twenty Important Questions. Import Merchant Example. Export Agent Example. 3. Setting up Your Business. Forms of Organization. Your Trade Name and Logo. Opening a Bank Account. Setting up Your Office. Stationery and Printing Needs. Accounting and Taxation. Obtaining Financing. 4. Beginning with a Buyer. Why someone would Buy from You. What Value Means to your Customer. Attracting Customers--some Examples. Finding Buyers as an Importer. Finding Buyers as an Exporter. 5. Choosing Products and Suppliers. Finding Products to Import. Getting Samples, and Testing them in the USA. Finding Foreign Suppliers. Selecting Foreign Suppliers. Finding Products to Export. Lining up Suppliers. The Formal Supply Agreement. Protecting your Interest. 6. Marketing in the United...



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