

Trade



Plan

- Trade
- *Import and export*
- Retailing
- *Selling on-line*

Trade

- **Trade** is the activity of buying, selling, or exchanging goods within a country or between countries. The main goal of trade is getting products you don't have on better conditions.
- Goods can be:
- raw materials which were just extracted from the nature but not processed;
- component parts which were processed but can be used only as a part of a final product;
- final products that can be used either for further re-selling without any additional processing or for personal needs.

Import and export

- International trade is a two-way process: countries export (send goods to other countries) and import (bring in goods from other countries). If a country imports more than it exports, it has a trade deficit. If it exports more than it imports, it has a trade surplus.

Retailing

- Retailing is the business of selling goods to customers in shops. The process of retailing is preceded by a number of stages before goods appear in our stores: from a manufacturer goods are taken by a wholesaler and kept in warehouses until the wholesaler establishes contacts with some retailers and transfers the goods to retail outlets.

Selling on-line

- To create a successful on-line selling company, a person should firstly have a well-designed website that is comfortable to use for the public. The second step is to organize a quick delivery service to lessen the drawback of selling on-line when people can't have their goods immediately. Finally, a company has to have good after-sales service to deal with enquiries and returns. When you sell on-line, contrary to traditional shopping you don't have to think about the right location of your store and how pleasantly for the public it is designed; but your warehouses should be big enough to have your goods constantly at hand and deliver them to the customers quickly.