

# 国际贸易 实务

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# 国际贸易实务

## International Trade Practice

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## 内 容 简 介

本书以国际贸易流程为主线安排章节顺序,依次阐述开展国际贸易前的准备、国际贸易术语、出口商品价格核算、合同中的商品条款、国际货物运输及合同中的装运条款、国际货物运输保险及合同中的保险条款、国际货款结算、合同中的一般条款、国际贸易合同的履行及跨境电子商务实务。

本书可作为高等院校国际经济与贸易、商务英语、国际商务、国际物流、国际金融、保险等本科专业的基础课教材,也可作为高等职业技术学院相关专业的教材,还可用于外销员、商务师、报关从业水平测试辅导及参考书。

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### 图书在版编目(CIP)数据

国际贸易实务/程杨,白海霞主编. —北京:北京理工大学出版社,2017.2  
ISBN 978-7-5682-3713-0

I. ①国… II. ①程… ②白… III. ①国际贸易-贸易实务-高等学校-教材  
IV. ①F740.4

中国版本图书馆 CIP 数据核字(2017)第 031924 号

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出版发行/北京理工大学出版社有限责任公司

社 址/北京市海淀区中关村南大街5号

邮 编/100081

电 话/(010) 68914775 (总编室)  
(010) 82562903 (教材售后服务热线)  
(010) 68948351 (其他图书服务热线)

网 址/http://www.bitpress.com.cn

经 销/全国各地新华书店

印 刷/北京紫瑞利印刷有限公司

开 本/787毫米×1092毫米 1/16

印 张/22

字 数/517千字

版 次/2017年2月第1版 2017年2月第1次印刷

定 价/69.80元

责任编辑/武丽娟

文案编辑/赵 轩

责任校对/周瑞红

责任印制/李志强

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# 前言

国际贸易是一项专业性和技术性都很强的工作,面临着众多挑战,包括来自不同国家的政治风险、市场的不确定性、不同国家的监管要求、支付问题、运输延误以及复杂的贸易流程和满足不同国家的单据要求等。同时,国际贸易对从业人员的综合素质要求也很高,高素质的精通国际贸易的人才是中国未来经济发展急需的人才,因而对国际贸易实务的学习也就显得非常重要。

2008年全球金融危机造成了整个世界的经济衰退,消费需求持续低迷,贸易金额不断收缩。即使这样的状况还在继续,国际贸易依然充满了机会,众多国际贸易专业人士仍然坚信从贸易中获得的总收益值得大家去承担相应的风险。同时,全世界的竞争也更加激烈,这也意味着更多潜在的获取利益机会。要想在未来的世界经济贸易中更加成功,国际贸易从业人员对贸易实务知识的掌握、不断的实训和持续的努力是至关重要的。

正是以上的原因促使我们对原来的教材《国际贸易理论和实务》进行修订,修订为《国际贸易理论》和《国际贸易实务》两本教材。其中《国际贸易实务》为了适应国际化、应用型人才的培养目标,采取了双语的形式编写,实务方面突出流程和技能的实操性,增强网上操作和体验,注重培养学生实践应用方面的职业能力,同时注重培养学生的英语应用能力。

本书根据有关国际贸易的最新法规和国际惯例,结合编者近几年从事国际贸易实务教学的体会编写而成。本书具有以下特点:

一、本书适应了我国地方性应用型本科高校的教学需要。根据地方性应用型本科国际经济与贸易专业的人才培养方案,注重培养学生的实践能力,体现应用型人才的培养目标,以适应企业对人才的需求;双语形式的采用更有利于发展学生的职业能力,更快地与企业对人才的要求接轨。

二、本书结构合理、内容完整。本书以国际贸易流程为主线安排章节顺序,依次阐述开展国际贸易前的准备、国际贸易术语、出口商品价格核算、合同中的商品条款、国际货物运

输及合同中的装运条款、国际货物运输保险及合同中的保险条款、国际货款结算、合同中的一般条款、国际贸易合同的履行及跨境电子商务实务。为方便教学,本书体现特色性、趣味性,又注重知识结构和框架的合理性,配套设计了典型案例、核心词汇、课堂讨论、课后习题等教学资源,本书的配套资源可在北京理工大学出版社官方网站下载,下载网址为:[www.bitpress.com.cn](http://www.bitpress.com.cn)。

三、本书内容注重理论联系实际。本书内容结合当前国际经济形势和学校应用型人才培养要求,有利于全面推进实施学校教学质量目标及专业设置与结构调整优化工作。例如,本书介绍了有关国际贸易方面的条约、惯例和我国相关法律法规的最新动态,作为国际贸易从业者需要了解的基本常识;本书还将跨境电子商务单列一章,充分展示了互联网在国际贸易中的应用;本书介绍了最新版的《国际贸易术语解释通则》,对最新版的《跟单信用证统一惯例》和《托收统一规则》的内容进行阐述,详细介绍了《中国保险条款》最新版内容和英国伦敦保险协会的《协会货物保险条款》最新版的内容。

本书可作为高等院校国际经济与贸易、商务英语、国际商务、国际物流、国际金融、保险等本科专业的基础课教材,也可作为高等职业技术学院相关专业的教材,还可用于外贸员、商务师、报关从业水平测试辅导及参考书。

本书编写分工如下:程杨负责编写第一章、第六章,白海霞负责编写第七章、第九章,刘红英负责编写第二章、第三章,纪向岚负责编写第四章、第八章,张春平负责编写第五章,刘敏姣、钟显龙负责编写第十章。

在本书编写过程中,我们吸收了有关专家、学者的最新研究成果,在此一并表示最诚挚的谢意。

由于编者水平有限,书中不当之处在所难免,希望读者反馈各种意见和建议,以便不断完善和提高。

编者

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# Preparations for International Trade

### ★ LEARNING OBJECTIVES

- Understand the significance of making an international trade plan.
- Know about the basic connotation of common used international trade laws and regulations.
- Master the availability of making international plan.
- Know the necessary conditions for carrying out trade.

International trade is also called foreign trade, it refers to the process of fair and deliberate exchange of goods or services between two or more countries. The statistics of success and failure for people who start international trade may not been seen, but they are probably similar to the statistics for business in general. Therefore, it is particularly important to carry out the preparatory work before doing import and/or export business. First of all, we need to be very familiar with the product and market, find a product with good market prospects, by conducting market research to analyze opportunities and threats, and to establish or seek to use an appropriate form of import and export organization, ultimately form a suitable international trade plan.

Second, importing and exporting are definitely business that require a broad and adequate international trade aspects of professional knowledge. In recent years, there are only few changes in the law relating to international trade contracts, however, due to the wide application of electronic commerce, the rapid development of means of transportation and communication, many procedures, rules and documents related to international trade have undergone great changes, especially the documents closely related to the Internet need to be updated in time. Therefore, we need to know the international trade conventions, customs and national laws and regulations etc.

Finally, after we have done the above preparations, intend to carry out international trade, we need to go through a number of procedures to obtain international trade qualifications, and for some

goods, it is required to obtain the corresponding quota or license before doing import and/or export business.

## 1.1 Designing and Making an International Plan

Can I do international trade? The question is actually the same as “can I start my own business?”, which are millions of people’s dreams. Of the thousands of entrepreneurs who try, many fail, many succeed in some degree, and a few people become highly successful. So start any kind of business, we need to design and plan aspects of the preparatory work.

### 1.1.1 Preliminary Considerations before Business Plan

This chapter will discuss the preliminary considerations that anyone intending to export or import should consider. Before beginning to export or import, a number of considerations should be addressed to avoid costly mistakes and difficulties. Those companies that begin doing international trade or continue to do trade without any preparations will run into problems sooner or later. Therefore it is very important to have a solid business plan before you start your company. Such a plan will help your business better and determine whether it is likely to be profitable. Advice on preparing business plans is available from the Small Business Administration of Ministry of Industry and Information Technology of the People’s Republic of China and from Small Business Development Center, books, software, and the Internet.

Usually the contents of trade plan include the types of trade and products; potential markets, market segments, and competition; promotion and sales plan; organization and personnel; import/export logistics; schedule of start-up activities and so forth. To develop such a complete plan, the first thing we should do is the preparatory work before carrying out international trade, also need to conduct market research, and then consider how to finance, how to find a supplier and set forth the agreement, understand the regulations of foreign trade, how to avoid import and export fraud and so on.

#### *The Basic Conditions for Carrying Out Trade*

Importing and exporting are definitely business that require knowledge of purchasing, marketing/selling, finance, and other functions that go along with being your own boss. It is necessary to take a course for entrepreneurs or at least to read some of the many books on how to start and manage a small and medium business.

Doing business no doubt requires some capital. You normally need some money to register your business and for basic office equipment, communications, and so forth. Then, if you plan to buy merchandise for import or export, you will probably have to pay for it before you can sell it and collect from your buyer; in addition, you may have to lay out cash for transportation, storage, and other services. Even some people make a living acting as agents or brokers and do not take title to or possession of merchandise. Doing business this way limits their need for capital, but even so, they usually set up small offices and have communication and other expenses. Also, if you plan to quit your job to

start this business, you will need money to live on for several months. You may be able to borrow part of the money from bank but only if you have business experience, cash, and collateral.

Then doing international trade requires knowledge of the world. Especially the world geography, it really helps to know where countries are located, which ones are friendly with our country, which have strong currencies, and so forth. We can obtain these information by reading newspapers, such as International Business Daily, or watching TV online or listening to the BBC news, etc.

Doing import and export also requires the familiarity with foreign cultures and languages. In the international trade, the influence of language and cultural differences should be paid attention to. Because of the differences of thinking mode, value concept, customs and language phenomenon, there are often obstacles in cross cultural communication. Therefore, to understand other countries' culture, values and customs, try to use simple, clear and definite terms in communication, do not use easy to cause misunderstanding of the ambiguous words, pun, slang, idioms, also do not use easy to cause the other offensive words. In international trade activities, comply with international practice and a certain courtesy. We suggest trying to learn a bit local language of the country that you expect to do business with. If you need to employ local people as translators (for written work) or interpreters (for oral conversations), please be sure that the persons are qualified, and do not use the translation directly by computer or some website translation machine, the translation should be checked by the qualified translator, so as to avoid making mistakes.

To be engaged in international trade, it is necessary to have some characteristics. Persistence is usually a good virtue in business activities. Usually at the start stage, there is no order probably in a few months or half a year, this is the time to keep calm, we must overcome the psychological anxiety, calm down step by step to lay the foundation, long-term accumulation will bring harvest. On the other hand, if you are losing money or barely breaking even, you may judge that the time has come to change your business model or to close for a while. A word of advice here is to take stock at least every month of customers you are working on and the status of each and decide whether, and if so how, to continue your pursuit of them. In addition, attention to detail is also engaged in the international trade needs of good quality. International trade is much more complex than commercial activity in China. For example, the product from one country to another, it involves the issue of transport, most of the transportation is by ship, then we need a boat, the management of the ship is the ship company, shipping company will arrange the containers to the freight forwarding, we will contact the freight forwarding to arrange the shipment. Before goods shipped out of the customs territory of one country, we need to report to the government, so there is the customs, we need to declare to the customs, some products also need to apply for inspection, the completion of these links need to be careful, other matters such as understanding the needs of customers and the product itself also need to pay attention to the details. Details can be especially critical when they relate to payment. And also in international trade, as with any business, you have to give the buyer exactly what he or she asks for. It is certainly possible to start an import or export business by finding an attractive product and then looking for buyers, and this is the way it is usually done. Selling, however, is usually

much harder than buying. If you have or can find someone who wants to buy a product from you, and will give you the specifications, you can probably find and supply the item.

Market Research

Market research is vital to carry out international trade. Even if you have some experience in international trade, it's unwise to rush into the market that has not been investigated. Most small business are started with inadequate market studies or with none at all. Yet a market study is almost the only way to support your income projections and your marketing plan. Market research can help us analyze the realization of income, can help us complete the market research program. Market study before trade will help to analyze how to market them and to whom to sell them.

The following figure 1. 1 is a typical outline for a report on the market for any product being exported from one country to another. If you can produce or buy this kind of information before you begin, you might decide to try another product or another market. If you decide to go ahead, your chances of success will be increased considerably. Moreover, a solid market study looks very good to potential investors and lenders.

Basic Informations
• Product name and HS Code
• Country of origin, exporting country, importing country
Regulations
• Exporting country controls and taxes
• Importing country controls and taxes
• Import restrictions, quotas, and so forth
• Import duties
• Marketing and labeling laws
• Other regulations
Supply and Demand
• Availability of supply in the exporting country
• Domestic production less imports in the importing country ( five years' statistics )
• Imports for consumption ( five years' statistics with trend calculation )
• Percent of product for consumption that is imported
• Industry experts' perception of current and future supply and demand in the importing country
• The perception of selected buyers with the same business scope
Competition
• Survey of producers in the importing country
• Description of selected producers
• Sources of imports ( countries ) , with import market share of each
• Average FOB, CFR and CIF prices from each country
Target Market

• The market and market segments
• Characteristics of important market
• Kinds of industrial users
• Main industrial users and a brief description
Product Description
• Main types/varieties of the product
• Required or desired product characteristics
• Required or desired packaging and labeling
Distribution
• Normal distribution system in the importing country
• Principal importers and wholesalers
• Principal industrial distributors
Pricing
• Representative prices and markups at each level in the channel
• Price trends
• Discounts used in the trade
Promotion
• Methods of promotion used in the trade
• Promotional assistance usually provided to the exporters
• Approximate costs of this assistance
Logistics
• Steamship lines and airlines serving the route
• The usual transport mode for this kind of product
• Availability of vessels (planes) and cost of shipping
• Shipping term normally used
• Payment term normally used
Other Considerations
• Local laws on the product, label, distribution, pricing, promotion
• The distributor's and consumer's attitudes of acceptance to new suppliers
• Image of exporting country in the importing country

Figure 1.1 Example of market study on an exporting product

## 1. 1. 2 Main Contents of Trade Plan

### *Issues to be Considered in Making Trade Plans*

The first issue to be considered is the objectives of international trade. Why are you thinking of starting a business? Are you interested in starting your own business and are thinking that it could be an import and/or export business? What are your objectives? If your answer is “to make money”,

you should probably spend extra time on good planning with realistic financial projections. If you basically want to experiment with international trade and perhaps be better off getting more work experience, you are at a lower level of commitment and can start your business in a less formal way, even at low salaries.

The second issue is the necessary conditions for international trade. Do you have the following things? If you have business training and experience, capital, product knowledge, contacts with buyers, travel experience, or foreign languages, you'll be in a much stronger position than if you lack these things. And then make sure you plan to import, export, or both. If you just start your business, we suggest picking one or the other, at least at first. It's hard enough to start one business; you don't want to be starting two at the same time.

The third issue is the types of trade. If a company plans to import or export by itself, that is to say, they own the self-support imports and exports rights, they can buy goods in China and sell goods to the other countries directly. This model usually requires quite a bit of money and involves risk. If a company plans to begin as commission agents, and they can be a selling or a buying agent for a China or a foreign company. There is usually a formal written agreement by which the principal designates a firm or individual to act his agent in return for a commission on completed transactions. If you just try to broker, or arrange, deals between unrelated parties. You can try to collect a commission from either party to the transaction, or from both. This model does not always require written contracts. No matter what model to take, a new company should consider registering what kind of name, whether existing in the form of company, taking which forms of company, etc. Answers to these questions will be related to liability and taxation.

The fourth issue to be considered is to find out your target market. This is the most important issue. Select a target market should have practical significance, that is a market you can identify and contact. Instead of trying to export suitcases to anyone in the world, try selling them to department stores in some selected countries, as they will help to sell your suitcases to the middle-income consumers who like to travel around the world. Therefore you can't put everyone in a country as your target customer, but these people who are in the appropriate area, with appropriate income levels, taking on the appropriate lifestyle will become your target customers. The next is how to meet the target customers? That is, chose what kind of method for promotion, and what channel to sell the products to the customers. Firstly, we can use some B2B platforms for promotion, such as Alibaba, Made in China, Global Sources, etc. Secondly, we can find the potential customer by attending trading fairs and exhibitions, such as China Export Commodities Fair (Canton Fair for short) and other foreign professional exhibitions. At last, we could take direct selling, avoiding the intermediate processes, such as doing cross-border electronic commerce by using of a variety of platforms such as Amazon, eBay, and some other local websites in foreign countries etc. Our purpose is to sell the goods combining with the logistics and all kinds of media.

The fifth issue to be considered is the type (s) of product (s) you plan to deal in. The best answer to this question is that you will deal in a product for which you already have a customer. If



you can not do that try looking for a product that you like and know a lot about, that is available in sufficient quantity, and that can be transported to and entered (through customs) into your market country. Whichever product you choose, you will probably find that domestic company import it, export it, or both. Almost every kind of product can be traded internationally, and you may find the right way to carry on.

The sixth issue includes the sources of supply companies and countries. Both importers and exporters usually try to deal with companies that produce merchandise, rather than buying from intermediaries. Middlemen have a role to play, but each one has a profit and costs that increase the price to the consumer. Therefore, how to find manufacturers in China and abroad is also the knowledge we need to master. Some factors to consider in selecting a country from which to buy are its reputation for quality, its cost structure, transportation to China, and customs duties.

The seventh issue is the methods of shipping. There are several different methods of shipping. Small items can be handled by couriers. You might use airfreight for larger shipments and sea or land for still larger ones, but the decision also varies with such factors as the value and fragility of the cargo. Intermodal shipments are very common, for example Chinese Fuling Pickled mustard from China to Indonesia might be moved to its destination by truck, ship, train, and possibly oxcart to some small stores. In international shipping there are a number of standardized terms such as FOB and CIF. It is important that you understand these. The main ones are explained later in this book.

The eighth issue to be considered is the method of international payment you plan to use. Inexpensive and secure payment is vital to any business. In international transactions there is an extra element because money must cross international boundaries. Different countries use the different monetary system, currency exchange rates will also change frequently, so it is essential to adopt appropriate and safe payment methods. In addition to the traditional payment methods such as letter of credit and document against payment, etc., we also should pay attention to and master the new payment methods such as PayPal, international Alipay, etc. Unfortunately, in every country there may be profiteers who try to order merchandise from overseas and not pay for it.

The ninth issue is the regulations of Chinese and foreign government. The international trade operators are subject to the laws of multiple jurisdictions, including the national and local laws and regulations of the exporting and the importing countries. There are also bilateral and multilateral agreements that come into play with regard to many transactions. The main regulations are explained later in this book and the information about how to find out about many of the others are given.

The tenth issue to be considered is having a certain business premises. Many people start business in their homes, and that has become easier and more acceptable in the Internet Era than it used to be. Equipping a home office is not difficult, a computer and several office equipment including telephone, fax machine, printer, and so on, but also it can save a lot of money on rent expense. But this is only applicable to those small company that just have started, it is too close to the family, which may bring some annoyance.

The eleventh issue to be considered is how to select the service companies. You may want to



use the services of an accountant and/or an attorney to help set up your business. Then you will need a bank, an Internet provider, a telephone company, and an insurance broker. When you start doing business, you will need a freight forwarder and perhaps a customs broker, a courier service, and others. When your business is done to a certain extent, you might also want to look for help and guidance from a number of professional organizations or industry associations.

The twelfth issue to be considered is the source of your capital investment as well as the source of income and profitability. No matter how you start the business, you will have to make some investments, including start-up costs, such as equipment investment, the cost of your time and operating costs before you start to make a profit. Once you have a bottom-line number, you will know whether you have enough money. If you don't have enough money, you can determine how much money you need and can look at possible source. After you figure out the start-up costs, you should project sales and then project your income and your expenses.

### ***Making Trade Plan***

As mentioned before, it is very important to make a useful and reliable business plan before starting a business. Such a plan will help you plan your business better and determine whether it is likely to be profitable. The preparatory work before carrying out the international trade is a very complicated process. It involves a lot of research and analysis about their company and target markets. The following figure 1.2 is a suggested outline for an import/export business plan, with some annotations. We can find other outlines in books on business planning and on Internet.

Cover Page
Table of Contents
Executive Summary ( This should give the highlight of each of the sections that follows. Most people who read business plans look through the summary and then read other sections only as needed for clarification or additional details. )
Narrative Section ( This section of the plan describes in words, with graphs if you wish, how your business will be set up and operated. It can be from 12 to 15 pages in length. )
<ul style="list-style-type: none"> <li>• Type of trade and products</li> </ul>
Whether you plan to import or export and your sources of supply, types of products, and product characteristics including packages, labels, and brands.
<ul style="list-style-type: none"> <li>• Potential markets, market segments, and competition</li> </ul>
Figure 1.2 ( continued)
A description of the likely consumers of your product, the channels of distribution through which you will reach them, and your main competitors.
<ul style="list-style-type: none"> <li>• Promotion and sales plan</li> </ul>
Your anticipated strategy with regard to pricing, promotion and selling, that is, how you actually cause your customers to buy your product.
<ul style="list-style-type: none"> <li>• Organization and personnel</li> </ul>