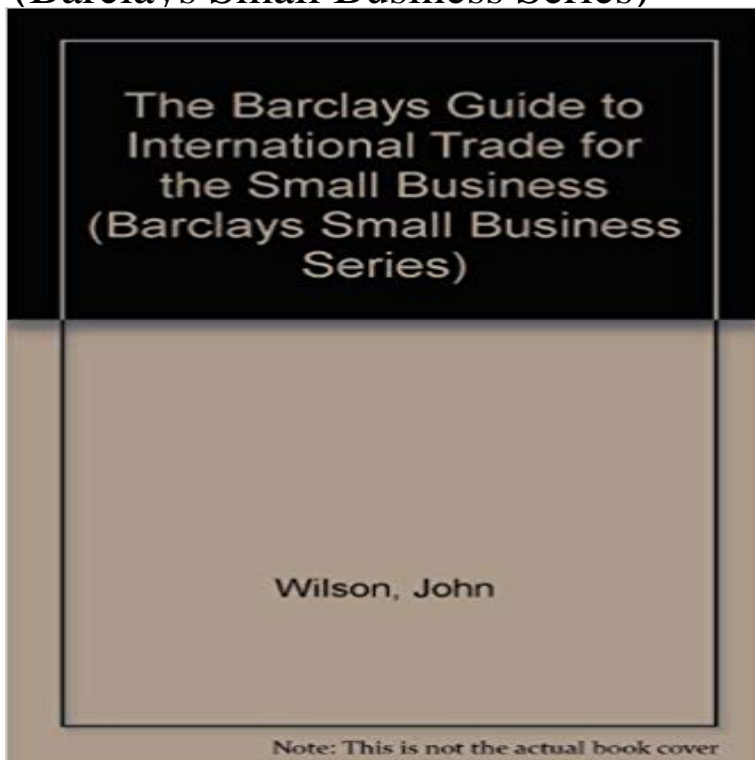


## The Barclays Guide to International Trade for the Small Business (Barclays Small Business Series)



International trade is usually regarded as daunting by small businesses but it is becoming increasingly important for all businesses to take advantage of changing world marketplaces. This book gives key information that will help the owner or manager of a small business to trade internationally. It advises on a wide range of topics, including: \* how to evaluate your business preparedness for trading internationally - what resources do you have, what do you need? e.g. people, money, capacity, skills, information \* how to get help from government depts., chambers of commerce, libraries export centres, educational and training sector, banks SITPRO etc \* how to get the most suitable market research for your needs \* how to select an agent, promote sales, support the agent, prepare and maintain contracts \* how to establish procedures for pricing, credit checking, credit control, setting sales conditions, methods of payment, debt collection and documentation \* how to sell in the Single European Market \* how to sell in the deep sea markets (Africa, Middle East, Asia, Australia, America) The appendix provides useful names and addresses of information services and examples of documents.

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