**SILESIAN UNIVERSITY IN OPAVA**

**School of Business Administration in Karvina**



**Semestral project title**

 (Seminar thesis for the course International Trade Operations)

**Name and surname:**

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# Introduction

# Business preparation

Short introduction of the chapter content.

## Characteristics of the company

Characterize your company (fictional company). Specify your name and the goods you will sell.

## Name of the selected country (the country to which you will be importing goods)

Brief introduction of the country within which the trade is intended to take place.

## Results of the initial analysis

Conduct analysis (survey) focused on specific areas in the conduct of international business operations.

**Territorial Survey**

**Commercial-political research**

**Commodity Survey**

**Competition research**

**Consumer Survey**

**Price Survey**

**Tax Survey**

**Examination of payment conditions and instruments, including currency selection for the concluded contract**

**Survey of product quality and its technical level**

**Logistics-Transport Survey**

**Exploring intercultural differences and social practices**

## Description of the trade negotiation from the viewpoint of the selected country

# Identification of risk and risk matrix

In this chapter, identify the risks of entering the selected market. Also apply the risk matrix.

# Determination of payment terms and claim procedure

Short introduction of the chapter content.

1. Payment terms

Choose one payment terms to use when trading with a merchant from the selected country. Specify it and justify your choice.

1. Claim procedure settings

Establish a credit, billing and collection policy.

# Results of the analysis of trade agreements between the Czech Republic and a selected country

Indicate which trade agreements exist in this business relationship.

# Specification of the logistics market, transport type and customs clearance

Describe the logistics market of the selected country.

Determine the appropriate type of transport for the selected goods.

Describe customs clearance.

# Electronic goods movement

Insert the output of the assessment of the possibility of setting up a website in the country according to international barriers.

# Conclusion

# Literature and sources

**Annex 1: XY**