



Theme 3

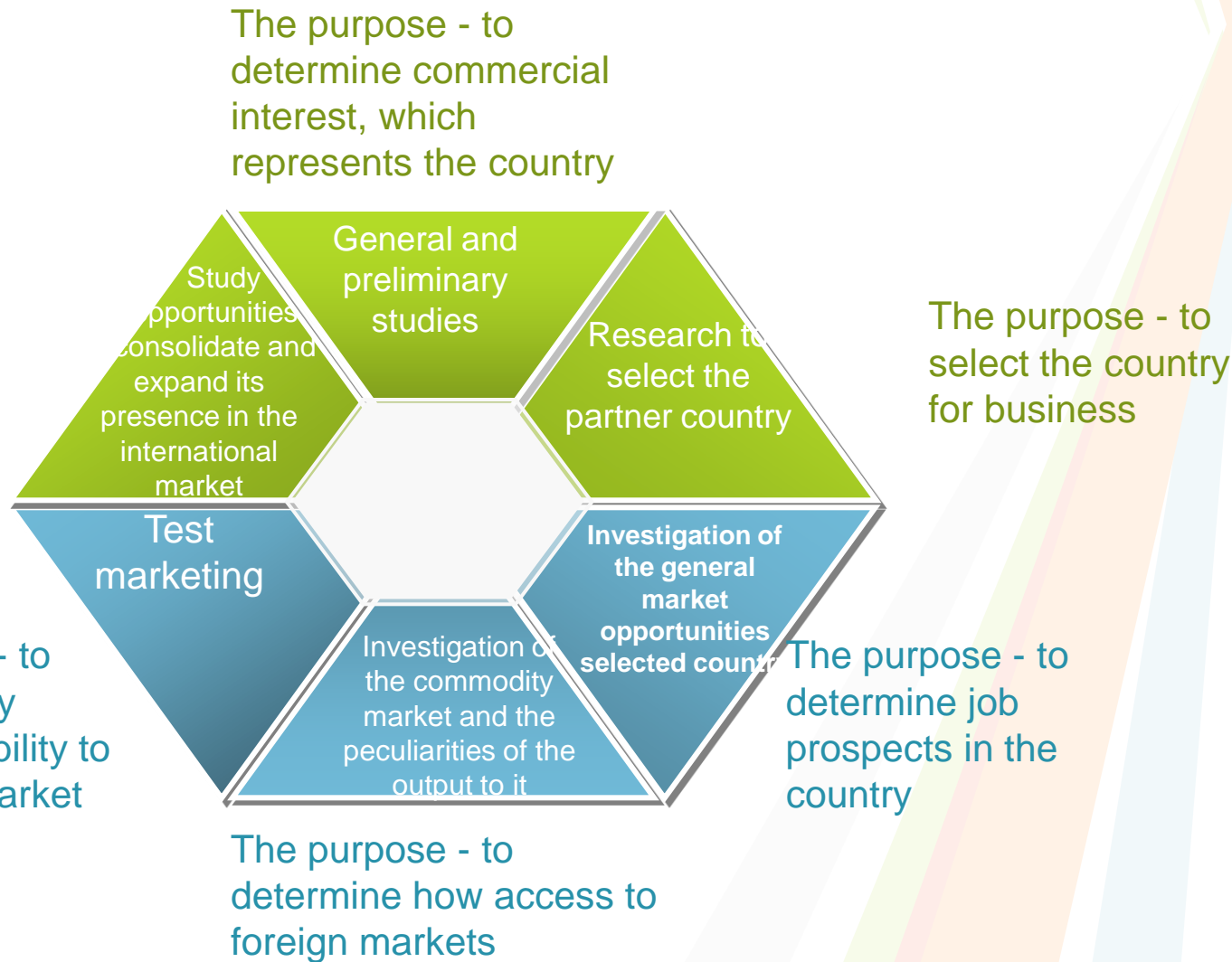
Evaluation and selection of foreign markets



➔ Words from the lecture

words	words	words	words
purpose	opportunities	market of lumber	openness
determine	foreign	sharing	government
profit	commodity	capital markets	infrastructure
be absent	expand	adjustable	labor
accessibility	footwear market	annually	raw materials
conditions			
A	B	C	D

Typology of International Studies:





Classification of foreign markets:

There are some kinds of it

by industry sector
product as an object of
exchange: footwear
market, the market of
lumber

Classification
of foreign
markets:

Classification
of foreign
markets:

on the object and sharing
the borders of its coverage:
country, regional and global

the nature of the object of
commodity exchange: the
market of goods, services
markets, capital markets,
labor markets

the nature of the relationship between
the seller and the buyer: free, adjustable



In the study and development of foreign markets, attention should be paid annually published by various international organizations, the Country competitiveness.

For example, the directory “Global competition”, published on the basis of research conducted by the International Institute for Management and Development in Lausanne (IMD), is the World Competitiveness Yearbook 50 countries based on 293 criteria.

The World Economic Forum (WEF) and Harvard University published its annual ranking of competitiveness of countries on the basis of eight complex factors: (openness, government, finance, infrastructure, technology, management, labor, institutions), each of which includes a number of indicators.



situation on international markets

situation on international markets

which is characterized by the general conditions, the state of market processes for a certain period of time

Forming conditions factors

Data about the state of production

The dynamics of domestic and foreign trade

Price dynamics

▪ State of the medium of circulation

▪ The movement of supply and demand

Indicators of currency and monetary situation



The main sources of information about the state of the world markets are

1

annuals UNO, the publication of the World Bank

2

UNCTAD
United Nations Conference on Trade and Development, International Monetary Fund (IMF)

3

Monthly Bulletin of Statistic, the World Trade Organization (WTO), the Organization for Economic Cooperation and Development (OECD)



2. Barriers at the entrance to the international market

Under the barriers to entry into the international market means any factors and circumstances of the legal, organizational, technological, financial or other obstacles to embark on this commodity market.



All barriers can be divided into two groups:

Proactive barriers prevent the appearance of the company in the international market

Behavioral barriers limit the ability of firms in the international market



➔ **By proactive barriers include:**

tariff barriers:

- Customs duties

- Fees for the imported quantity

Tax on the value of the goods

1

2

3

3

- Import and export quotas

- The maximum (minimum) price

Norms and standards

non-tariff barriers:



Among the behavioral barriers include:

barriers from the market:

- The actual behavior of the demand

- Knowledge of the language

Administrative obstacles

1

2

3

3

- The availability of information

- Barriers communicative character

Barriers on the part of management

barriers on the part of the enterprise:



Thank You!

