

How To Start and Operate an Import - Export Business: Make Your Fortune in International Trade



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Helping YOU Make Money Online

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Chapter 1

Increase Your Income through International Trade



By J. Stephen Pope

If you operate a small business, you may feel that your income potential is quite limited. However, you can increase and diversify your income through international trade.

1. Importing

Retail store owners can find additional products to sell from foreign manufacturers, distributors, and other suppliers.

Advantages of importing include increased product selection,

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lower costs, and increased income.

You may even decide to go exclusively into the import business and become a wholesale distributor.

[Resource: Start An Import Export Business](#)

2. Exporting

Manufacturers can find new customers for their products in foreign countries.

Perhaps consumers in your country have lost interest in your product. It may have become obsolete because of technological advances. A foreign market, however, may be desirous of that very product.

Maybe there is an economic slump in your country. Another country may be experiencing a boom. Sales from customers in that country may help stabilize your income.

Exporting can also help smooth the peaks and valleys of your income. For instance, if you sold winter sporting goods, you could sell to both northern and southern hemispheres to help

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offset the seasonal nature of your business.

Of course, you might also consider selling sporting goods for all the seasons and still export to other countries to increase and diversify your income.

You could also become an Export Management Agent. Arrange for other domestic companies to sell their products to foreign corporations and earn a ten percent commission.

You would think that selling to foreign customers would be quite risky. However, use of letters of credit can protect all parties. An Export Management Agent might actually arrange for ninety percent of the sale to be paid directly to the domestic supplier and ten percent to be paid directly to himself.

[Resource: How To Start An Import-Export Car Business](#)

3. Licensing

Consider becoming a licensing agent. Earn royalties by arranging for foreign corporations to manufacture and sell the

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products of domestic companies.

[Resource: Starting An Import Export Business](#)

4. Finder's Fees

Imagine the possibilities for earning finder's fees in international trade!

You can earn fees from domestic companies for finding foreign buyers (or for finding suitable imports from foreign suppliers). You can also earn fees from foreign companies for finding domestic corporations that will buy their products (or for finding suitable suppliers and products from domestic corporations).

[Resource: Make a Fortune in Finder's Fees](#)

5. Drop Shipping

Visualize receiving an order from a customer based in a foreign country and not having to be bothered with shipping and handling the product. No customs declarations or brokers are required by you. This is because your drop ship supplier is

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handling those details.

You might collect \$100.00 plus shipping of \$15.00 from your foreign customer. You then simply send your customer's order to your drop ship supplier with your payment of \$65.00 (consisting of \$50.00 wholesale cost plus \$15.00 shipping). Your drop shipper will now fulfill the order. Congratulations! You just made fifty dollars.

[Resource: SaleHoo Wholesale and Dropship Directory](#)

6. Mail Order

Add a mail order service to your existing business operation. Manufacturers, retail stores, and other businesses can increase their sales by using this additional method of selling that is very conducive to international trade.

[Resource: How To Get Rich in Mail Order and Direct Mail](#)

7. Internet Marketing

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You can also extend your reach to worldwide customers by means of the Internet. Methods of obtaining foreign business include affiliate marketing, online auctions, online stores, and websites.

[Resource: Make More Money Online](#)

Yes, to increase and diversify your income, consider international trade.

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Chapter 2

EXPORTING - The Fastest Way To Grow A Small Manufacturing Business!



by J.F. (Jim) Straw

When most small manufacturing businesses start-up, they concentrate their sales efforts on the known markets here in the U.S. Defining their markets as the known users of their products; known distributors of those products; and known, or accessible, sales areas within the U.S., overlooking the larger, more profitable, markets outside this country.

Most small manufacturers who do investigate the possibilities

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of exporting their products GIVE UP after reading a number of Department of Commerce publications detailing the intricacies of export documentation, freight forwarding, and international banking instruments. (The same complex, intricate processing, paperwork jungle, methods I studied when I was 18 years old...and discarded after I made my first real sale overseas.)

What the Department of Commerce...and other learned sources ...fail to tell you is that ALL of the necessary documentation, freight forwarding, and international banking aspects of exporting can be handled...easily and cheaply...by professional service providers who do it every day. As a matter of fact, the ‘cost’ of those services are so negligible it usually isn’t even necessary to make a provision for them in your pricing structure.

Exporting is, really, no more difficult than marketing your products here in the U.S. — All you have to do is...Make a Sale...Get Paid...and Ship Your Product. The rest of the procedures can be handled, inexpensively, by the customary service providers.

Beyond that, exporting can allow a small manufacturing company to grow...almost exponentially...because you will experience:

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LARGER ORDERS — Importers in other countries won't just buy one or two of your products (unless they are ordering samples). Due to the added costs of freight, insurance, and customs duties in their countries, they will order in bigger and bigger volume in order to reduce the per piece cost.

EASIER FINANCING — Since export orders are (almost always) accompanied by some method of payment...Letter of Credit, Sight or Bank Draft, etc...your local banker will (usually) be willing to advance funds against that documentation. Beyond that, both State and Federal Governments offer a wide variety of financing incentives... everything from free grants to production financing... for exporters. And, even the smallest of companies can qualify for that financing because the financial strength of the foreign buyer, not the manufacturing company, determines the creditability of the transaction.

LIMITED COMPETITION — No matter what you manufacture, you won't have the heavy competition you might face here in the U.S. — Statistically, less than 20% of the manufacturers in this country export their products – and – of those companies that do export, fully 50% of them only export to one (1) foreign country. So, even if one of your competitors is exporting, the odds are you can still be the

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ONLY supplier in a number of other countries...without competition.

The only concern then is...

HOW TO MAKE THE SALES

...but, just as there are Manufacturer's Representatives in the U.S. who will take a manufacturer's products directly to the distributors, there are International Manufacturer's Reps who will do the same thing for your company in the marketplaces of the world.

Usually, the employment of an International Manufacturer's Rep doesn't take any 'out of pocket' money...other than the provision of your usual printed materials, catalog sheets and brochures. — Like Manufacturer's Reps in the U.S., International Manufacturer's Reps pay their own way and earn commissions based solely upon the sale of your products. But, unlike their domestic counterparts, International Manufacturer's Reps can, and do, assist the manufacturers in accessing necessary service providers, freight forwarders, banking and financing.

Exporting truly is the fastest ... and easiest ... way to grow a

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small manufacturing business. Just one export order can turn a small manufacturer into a mid-size manufacturer, virtually overnight. — As an exporter and international manufacturer's rep for well over 30 years...with clients and customers in over 70 countries....I've seen it happen countless times. So...

If you are a manufacturer...looking to expand your business, exponentially, investigate Exporting today. — It's much easier than you might think.

Author Bio

Having spent over 50 years in business, doing business successfully, J.F. (Jim) Straw now shares “Practical Instruction in the Arts & Sciences of Making Money” at the Business Lyceum. — <http://www.businesslyceum.com>

[Resource: Starting An Import-Export Business](#)

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Chapter 3

Secrets of Building Your Wealth in Importing



by Tyler G. Hicks

Importing Is More Difficult Than Exporting.

But you can build wealth in importing if you follow some simple rules. These rules are:

1. Import specialty items instead of mass-produced

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products. Why? Because there's less competition when you sell specialty items in your home market.

2.Import higher-priced items instead of low-priced items. Why? Because you'll earn more on each sale of a high-priced product, increasing your income.

3.Import items you can sell to the business market, instead of the consumer market. Why? Because you'll have surer sales results when you deal with business customers, as compared with "the person in the street."

4.Import items for which you have an exclusive market. Why? Because you'll have less competition and customers will beat a path to your door to buy from you.

Here's a Real-Life Example of this Strategy for Importing.

It works wonders for this importer. This BWB (Beginning Wealth Builder):

1.Imports large, hand-made sailing ship models of famous ships from overseas. They are Specialty Items because they are large, they are hand-made and they appeal to many different business customers. A typical model is 3-

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feet long, 2-feet high.

2. These sailing-ship models of famous vessels, such as the Constitution, Nelson's flagship, the Victory, the Coast Guard Training Ship, the Eagle, the Bounty, of the famous mutiny, the Clipper Ship Cutty Sark, etc., are well-known to business customers. You don't have to explain the ship's history!
3. Hotels, motels, restaurants, business offices and similar groups order these models in quantities of 50, 75, and 100 at a time. Since the models are priced at several hundred to a few thousand dollars each, the sales generate significant revenue for the importer. And when a business orders a group of models they stay with the order, and do not change their mind on a whim, such as consumers might do. Business Purchasing Agents know what they want and are ready to pay for it!
4. This importer has exclusive rights to these models. Hence, he has little, or no, competition. When a business needs decorative sailing-ship models they come to him for them.

Use these tips for your importing and you'll find that your business will grow, and prosper, along with your bank account!

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Author Bio

Tyler G. Hicks, the president of International Wealth Success Inc., is the author of many wealth building publications, including the [Import-Export Riches Kit](#).

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Chapter 4

How To Start and Operate Your Own Profitable Import/Export Business at Home

What is a good way to build up a successful business from nothing and have fun doing it? The import/export business may be your answer. Not only does it require little financial investment to start, but it offers the prestige of working with clients from all over the world.

You don't need previous experience in the field, but you should have a good head for organizing. Fulfilling a successful import/export business requires constant attention to little details.

Do you know some local manufacturers looking for ways to increase their market for the goods they make? Or are you planning a trip abroad and want to make some contacts for setting up a business? If you have the ability to sell, and an air of diplomacy, the import/export business might be right for you. All you need is the desire and determination to make it work.

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As you progress in the business, many factors become obvious and easy to handle. For example, you'll need to find a person to handle shipments, called a freight forwarder. And you'll need to create solid contacts and strong relationships with reliable suppliers. But after a short time, you can be well on your way to making a sizable income, with a very low overhead.

Do you like the idea of running your own business? How would you like a tax deductible trip to foreign places a couple times a year? The advantage of an import/export business are great.

The biggest advantage is the money you'll make. Once you get the business underway, the commission for setting up sales is very profitable. And after you establish and maintain a number of exclusive accounts, you'll find the time you spend is highly rewarded with money.

Take a look into the import/export business. Consider the risks, and consider the advantages. Talk to people in the business. Is it for you?

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