Table of contents

Part A1 - Account management

Chant	ter 1 Junior manager international trade	17
1.1	Introduction	17
1.2	Objectives	17
1.3	Role of the junior manager international trade	18
1.4	General research methods	24
1.5	Sales Research Methods	27
1.6	External market research	31
1.7	Research and tendering	44
1.8	Glossary	45
1.9	Final assignments	46
Chapt	ter 2 Account analysis	49
2.1	Introduction	49
2.2	Objectives	49
2.3	Evaluating customers	49
2.4	Customer relationship life cycle	58
2.5	Glossary	62
2.6	Final assignment	63
-	ter 3 Account planning	65
3.1	Introduction	65
3.2	Objectives	65
3.3	Management and focus	66
3.4	Account management and account managers	67
3.5	Mission and vision	70
3.6	Strategies	71
3.7	Phases of account management planning	76
3.8	Account plan	82
3.9	Developing an account plan	84
3.10	Customer Relationship Management (CRM)	88
3.11	Glossary	94
3.12	Final assignments	96
Chap	ter 4 Account management and legistation	99
4.1	Introduction	99
4.2	Objectives	99
4.3	Agreements	99
4.4	General terms and conditions	117
4.5	Other rights and obligations	124
4.6	The judiciary in the Netherlands	130
4.7	Dispute resolution without going to court	132
4.8 4.9	Glossary Final assignment	135 137
		400
	ter 5 Events and networking	139
5.1	Introduction	139
5.2	Objectives Entrepreneurial networking	139
5.3	Entrepreneurial networking	139
5.4 5.5	Events and trade fairs	142
5.6	Negotiation Glossary	149 155
5.7	Final assignment	156
J . 1	1 11141 4551411110111	130

Part A2 - Logistics and order process

Chap	ter 6 The logistics process and purchasing	161
6.1	Introduction	161
6.2	Objectives	161
6.3	The flow of goods	161
6.4	The supply chain	164
6.5	The logistics process within a company	169
6.6	The sales process within a company	179
6.7	The sales process within a company	186
6.8	Glossary	187
6.9	Final assignment	189
Chapter 7 Preparing orders		191
7.1	Introduction	191
7.2	Objectives	191
7.3	Inventory	191
7.4	Ordering systems	197
7.5	Order preparation and product coding	200
7.6	Order preparation in a web store	203
7.7	Stocktaking	205
7.8	Inventory costs	210
7.9	Inventory performance metrics	213
7.10	Glossary	228
7.11	Final assignments	230
Part	: A3 - International laws and regulations	
Chap	ter 8 Customs and legistation	233
8.1	Introduction	233
8.2	Objectives	233
8.3	National legislation	234
8.4	International legislation	234
8.5	The role of customs	236
8.6	Import, transit, and export of goods	237
8.7	(Temporary) storage	238
8.8	Customs certificates/permits	239
8.9	Protection and trade barriers by the government	240
8.10	Customs regulations	242
8.11	Glossary	248
8.12	Final assignment	249
Chap	ter 9 Documents	
9.1	עבו ז טטנעווופוונג	251
	Introduction	251 251
9.2		
9.2 9.3	Introduction	251
	Introduction Objectives	251 251
9.3	Introduction Objectives Documents	251 251 251
9.3 9.4	Introduction Objectives Documents Origin documents	251 251 251 255
9.3 9.4 9.5	Introduction Objectives Documents Origin documents Single administrative document	251 251 251 255 256
9.3 9.4 9.5 9.6	Introduction Objectives Documents Origin documents Single administrative document Import and export licenses	251 251 251 255 256 262

Chant		
Chapt	er 10 Trade blocs	269
10.1	Introduction	269
10.2	Objectives	269
10.3	Free trade area/free trade zone	269
10.4	Customs union	270
10.5	Economic union	270
10.6	Monetary union	272
10.7	Economic union	273
10.8	Treaties	273
10.9	Glossary	276
	Final assignment	277
Chapt	er 11 Supporting agencies for import/export	279
11.1	Introduction	279
11.2	Objectives	279
11.3	Netherlands Enterprise Agency (RVO)	279
11.4	Centre for the Promotion of Imports (CBI)	280
11.5	Tax authorities	281
11.6	Chamber of Commerce (KVK)	282
11.7	Embassies/consulates	284
11.8	Other supporting organisations	285
11.9	International consultations	286
11.10		287
	Glossary	
11.11	Final assignment	288
Part	A4 - International delivery structure	
	,	
Chapt	er 12 Incoterms	291
Chapt 12.1	er 12 Incoterms Introduction	291 291
•		
12.1	Introduction	291 291
12.1 12.2 12.3	Introduction Objectives Vienna Sales Convention	291 291 291
12.1 12.2 12.3 12.4	Introduction Objectives Vienna Sales Convention Incoterms 2020	291 291 291 292
12.1 12.2 12.3 12.4 12.5	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance	291 291 291 292 293
12.1 12.2 12.3 12.4 12.5 12.6	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms	291 291 291 292 293 298
12.1 12.2 12.3 12.4 12.5 12.6 12.7	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary	291 291 291 292 293 298 300
12.1 12.2 12.3 12.4 12.5 12.6	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms	291 291 291 292 293 298
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price	291 291 291 292 293 298 300 301
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment	291 291 291 292 293 298 300 301
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price	291 291 291 292 293 298 300 301
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives	291 291 291 292 293 298 300 301 303 303
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price	291 291 291 292 293 298 300 301 303 303 303
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors	291 291 291 292 293 298 300 301 303 303 303 303
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms	291 291 291 292 293 298 300 301 303 303 303 303 304 305
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms Calculating the export sales price with different incoterms	291 291 291 292 293 298 300 301 303 303 303 303 304 305 306
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms	291 291 291 292 293 298 300 301 303 303 303 303 304 305
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms Calculating the export sales price with different incoterms	291 291 292 293 298 300 301 303 303 303 303 304 305 306
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5 13.6 13.7 13.8	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms Calculating the export sales price with different incoterms Glossary Final assignment er 14 General terms and conditions	291 291 291 292 293 298 300 301 303 303 303 304 305 306 312 313
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5 13.6 13.7	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms Calculating the export sales price with different incoterms Glossary Final assignment	291 291 291 292 293 298 300 301 303 303 303 304 305 306 312 313
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5 13.6 13.7 13.8	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms Calculating the export sales price with different incoterms Glossary Final assignment er 14 General terms and conditions	291 291 291 292 293 298 300 301 303 303 303 304 305 306 312 313
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5 13.6 13.7 13.8 Chapt 14.1	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms Calculating the export sales price with different incoterms Glossary Final assignment er 14 General terms and conditions Introduction Objectives	291 291 291 292 293 298 300 301 303 303 303 303 304 305 306 312 313 315 315
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5 13.6 13.7 13.8 Chapt 14.1	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms Calculating the export sales price with different incoterms Glossary Final assignment er 14 General terms and conditions Introduction Objectives What are general terms and conditions?	291 291 291 292 293 298 300 301 303 303 303 303 304 305 306 312 313 315 315 316
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5 13.6 13.7 13.8 Chapt 14.1 14.2 14.3 14.4	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms Calculating the export sales price with different incoterms Glossary Final assignment er 14 General terms and conditions Introduction Objectives What are general terms and conditions? Types of general terms and conditions	291 291 291 292 293 298 300 301 303 303 303 303 304 305 306 312 313 315 315 316 321
12.1 12.2 12.3 12.4 12.5 12.6 12.7 12.8 Chapt 13.1 13.2 13.3 13.4 13.5 13.6 13.7 13.8 Chapt 14.1	Introduction Objectives Vienna Sales Convention Incoterms 2020 Costs, risks, and insurance Summary of incoterms Glossary Final assignment er 13 Export sales price Introduction Objectives Calculating the cost price Price-determining factors Incoterms Calculating the export sales price with different incoterms Glossary Final assignment er 14 General terms and conditions Introduction Objectives What are general terms and conditions?	291 291 291 292 293 298 300 301 303 303 303 303 304 305 306 312 313 315 315 316

Chapt	er 15 international transport	327
15.1	Introduction	327
15.2	Objectives	327
15.3	Modes of transport	327
15.4	Intermediaries	331
15.5	Transport documents: freight documents	334
15.6	Freight documents: customs documents	337
15.7	Glossary	338
15.8	Final assignment	339
Chapt	er 16 Transport insurance	341
16.1	Introduction	341
16.2	Objectives	341
16.3	Insurance in general	342
16.4	Transport insurance	343
16.5	Types of insurance	344
16.6	Insurance documents	346
16.7	Coverage	347
16.8	Premium	348
16.9	Handling and setting of potential damage	349
16.10	Carrier liability	350
16.11	Transport conditions	351
16.12	Glossary	352
16.13	Final assignment	353
Part	A5 - International payments	
Chapt	er 17 Currencies	357
17.1		357
17.2	Objectives	357
17.3	Exchange rates	357
17.4	Types of rates	360
17.5	Calculating with exchange rates	361
17.6	The EMU	363
17.7	Glossary	365
17.8	Final assignment	366
-	er 18 Exchange rate risks and other risks	367
18.1	Introduction	367
18.2	Objectives	367
18.3	Internal hedging techniques	368
18.4	External hedging techniques	369
18.5	Other risks in international trade	371
18.6	Glossary	373
18.7	Final assignment	374
-	er 19 Professional calculations in import and export activities	
19.1	Introduction	375
19.2	Objectives	375
19.3	Currency costs in international payment transactions	376
19.4		
40 -	Professional calculations and import activities	385
19.5	Export pricing	392
19.5 19.6 19.7	·	

Chapt	er 20 International payment methods	397
20.1	Introduction	397
20.2	Objectives	397
20.3	International payment options	397
20.4	Choosing a payment method	404
20.5	Creating payment terms	406
20.6	Glossary	407
20.7	Final assignment	408
Chapt	er 21 Export financing and export credit insurance	409
21.1	Introduction	409
21.2	Objectives	409
21.3	Financing	409
21.4	Barter transactions	414
21.5	Other forms of financing	415
21.6	Debtor administration and creditworthiness	416
21.7	Glossary	417
21.8	Final assignments	418
Part	B - Practical/exam preparation	
Chapt	er 22 Import and export plan theory	421
22.1	Introduction	421
22.2	Objectives	421
22.3	Roles in import and export	421
22.4	Importing and the import plan	422
22.5	Exporting and the export plan	426
22.6	Glossary	429
22.7	Final assignments	430
Chapt	er 23 Preparation for practical assignment 'Sport'	433
23.1	Introduction	433
23.2	The company 'Sport'	433
23.3	Final assignments: 'Getting to know the company'	434
23.4	Introduction to the role of junior manager of international trade	436
-	er 24 Practical assignment import	439
24.1	Introduction	439
24.2	Final assignment	439
24.3	Working method	439
24.4	Introduction to Door-2-Door Meat International BV	440
24.5	Sub-assignments	442
24.6	Appendices	444
-	er 25 Practical assignment export	447
25.1	Introduction	447
25.2	Final assignment	447
25.3	Working method	447
25.4	Introduction to Nielson Flower Bulb Export BV	448
25.5	Sub-assignments	450
25.6	Appendices	451