

# Risiken Im Außenhandel - Tihomir Merkler

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Angesichts der aktuellen Konjunkturstagnation auf dem deutschen Markt, bietet der Außenhandel überproportionale Wachstumsraten. Dass die Aufnahme oder Ausweitung internationaler Geschäftsbeziehungen, allen Chancen zum Trotz, eine sorgfältige Planung der zukünftigen Aktivitäten voraussetzt, zeigt die aktuelle Insolvenzentwicklung in Europa. Die Abwicklung solcher internationaler Geschäfte stellt gleichzeitig ein erhebliches Risiko für beide Vertragsparteien, den Importeur und den Exporteur, dar. Der Exporteur ist an erster Stelle daran interessiert, dass der Eingang der vertraglich vereinbarten Zahlungen fristgerecht passiert; der Importeur hat im Wesentlichen Interesse daran, dass die Ware und mögliche Dienstleistungen in vertraglich vereinbarter Qualität fristgerecht geliefert oder erbracht werden. Neben einer erfolgreichen Marketingstrategie zur Erschließung neuer Absatzmärkte und der Errichtung funktionsfähiger Vertriebskanäle, sollte deshalb die Minimierung der finanziellen Risiken in jedem internationalen Unternehmen an erster Stelle stehen. Welche typischen Risiken und Schwierigkeiten es im Außenhandel gibt, und welche Möglichkeiten es gibt, um diese auszuschließen oder zumindest zu minimieren, wird in dieser Arbeit gezeigt. Author: Merkler, Tihomir Publisher: GRIN Verlag Illustration: N Language: GER Title: Risiken im Außenhandel Pages: 00037 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638378178 Category: Business & Economics : General

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