

Table of Contents

<u>ABOUT THIS BOOK</u>	5
<u>ABOUT TOYEAST</u>	6
<u>SELLING INTERNATIONALLY</u>	11
OVERVIEW	12
COMPARATIVE ADVANTAGE	12
FACTORS OF PRODUCTION	13
REGIONALISM	14
TARIFFS AND DUTIES	14
INTERNATIONAL BODIES AND EFFORTS	15
<u>MARKETING LOCALLY AND GLOBALLY</u>	18
MARKET PLAN AND MARKET RESEARCH	19
MARKETING MIX	22
CULTURAL CONSIDERATIONS	23
MARKET POSITIONING AND ENTRY STRATEGIES	24
GLOBAL PRICING	27
RM AND CRM	28
<u>DISTRIBUTION CHANNEL STRATEGIES</u>	29
CHANNEL-STRUCTURE	31
DISTRIBUTION NETWORK RATIONALIZATION	33
<u>MANAGING THE STRUCTURE OF A GROWING BUSINESS</u>	33
MANAGEMENT PRINCIPLES	34
MANAGEMENT SCIENCE, DECISION MODEL, AND CONTROLS	36
OB MODELS AND THEORIES	38
ORGANIZATIONAL DEVELOPMENT	41
HUMAN RESOURCES DEVELOPMENT	42
HRD	42
STRATEGIC HRM	44
HR PLANS	44
A FOUR-TASK MODEL FOR HR PLANNING AND DEVELOPMENT	45
	1

EMPLOYEE ASSIGNMENTS	45
EMPLOYEE COMPETENCIES	46
EMPLOYEE BEHAVIORS	46
EMPLOYEE MOTIVATION	46
POLICIES AND PRACTICES	47
EVALUATION, FEEDBACK AND REWARDS	47
RELEVANT THEORIES	48
WORKPLACE DEVIANCE	51
CULTURAL ADAPTABILITY AND GLOBAL MINDSET	52
ORGANIZATIONAL STRUCTURE	53

SUPPLY CHAIN MANAGEMENT..... 53

SUPPLY CHAIN PRINCIPLES	55
SCM	56
E- SUPPLY CHAIN AND E-SCM	59
SUPPLY CHAIN DECISIONS, MODELS AND METHODS	59
SUPPLY CHAIN MODELING	60
SWOT ANALYSIS	60
SCOR	61
SUPPLY CHAIN DESIGN	61
SUPPLY CHAIN REENGINEERING	62
SUPPLY CHAIN COLLABORATION	63
SUPPLY CHAIN VISIBILITY, INTELLIGENCE, EVENT MANAGEMENT AND CHANNEL MANAGEMENT	64
SUPPLY CHAIN ORGANIZATIONAL DYNAMICS	65
SUPPLY CHAIN CONFLICTS RESOLUTION	66
ADR	66
SUPPLY CHAIN COLLABORATIVE PLANNING	67
SUPPLY CHAIN QUALITY	68
PRODUCT CATEGORIES IN A PRODUCTION ENVIRONMENT	69
HIGH VOLUME/LOW MARGIN	69
LOW VOLUME/HIGH MARGIN	70
DESIGNER PRODUCTS	70
NPD	71
SUPPLY CHAIN METRICS	71
SUPPLY CHAIN CHALLENGES	73

DEMAND MANAGEMENT..... 74

NATURE OF DEMANDS	75
DEMAND MANAGEMENT VS DEMAND PLANNING	75

HOW DO YOU ACTUALLY MANAGE THE DEMAND?	77
DEMAND FORECASTING	78
MOVING AVERAGE	80
ABC CLASSIFICATION	81
BULLWHIP EFFECT	82
<u>OUTSOURCING</u>	85
FOCUSING ON ADDING VALUE	86
MAKE VS BUY	86
GLOBAL OUTSOURCING	87
OUTSOURCING OFFSHORE – THE PROS	88
OUTSOURCING OFFSHORE – THE CONS	90
INTERNATIONAL SOURCING – THE TECHNICAL TERMS	93
<u>LEADERSHIP</u>	96
THE GILBRETH THEORY	99
POSTMODERNISM MANAGEMENT VS CLASSICAL MANAGEMENT	99
PRODUCTIVITY ANALYSIS AND METHODS ANALYSIS	100
<u>PERFORMANCE MEASURES</u>	101
THE CONCEPT OF TIME VALUE OF MONEY	101
NPV	102
IRR	102
OTHER RELEVANT CONCEPTS	103
METRICS FOR OPERATION AND INVENTORY MANAGEMENT	106
OTHER METRICS	107
BENCHMARKING	108
<u>KNOWLEDGE MANAGEMENT</u>	108
DEFINING KNOWLEDGE AND KM	109
KM AND TEAMWORK	110
KM STRATEGIES	112
<u>MANAGING QUALITY</u>	114
AN OVERVIEW OF THE TERM “QUALITY”	116

QUALITY ASSURANCE, CONTROL AND MANAGEMENT	116
TQM.....	117
SIX SIGMA.....	121
CONTINUOUS IMPROVEMENT PROJECTS.....	122
STATISTICAL PROCESS CONTROL	122
QUALITY STANDARDS	123
<u>MANAGING COMMUNICATION AND INFORMATION.....</u>	<u>126</u>
THE ROLE AND APPROACHES OF INFORMATION MANAGEMENT.....	128
INTEGRATING INFORMATION AND BUSINESS STRATEGIES.....	129
FORMAL COMMUNICATION VS INFORMAL COMMUNICATION	130
COMMUNICATION MANAGEMENT	131
VERTICAL COMMUNICATION	131
HORIZONTAL COMMUNICATION	132
DIAGONAL COMMUNICATION.....	132
CIRCULAR COMMUNICATION.....	133
COMMUNICATION BARRIERS	133
FORMAL NETWORK VS GRAPEVINE	134
NEGOTIATION STYLES.....	134
<u>MANAGING PROCUREMENT & TRADE FINANCING.....</u>	<u>135</u>
ACQUISITION PLANNING	136
PROCUREMENT PLANNING	137
NEW TREND IN PURCHASING & SUPPLIER RELATIONSHIP MANAGEMENT.....	140
<u>GOING STOCKLESS</u>	<u>140</u>
JIT AND PURCHASING	142
WASTES IN THE PURCHASING PROCESS.....	143
BENEFITS OF JIT PURCHASING	145
<u>MANAGING PROCUREMENT & TRADE FINANCING.....</u>	<u>150</u>
PAYMENT INSTRUMENTS	150
NET SETTLEMENT AND GROSS SETTLEMENT	152
ADVANCE PAYMENT	153
LETTER OF CREDIT	153
DOCUMENTARY COLLECTIONS	155
OPEN ACCOUNT.....	155

EXPORT WORKING CAPITAL FINANCING	156
GOVERNMENT-GUARANTEED EXPORT WORKING CAPITAL PROGRAMS	156
EXPORT CREDIT INSURANCE	157
EXPORT FACTORING, AND FORFAITING	157
RISK FINANCING	158
CASH CONVERSION CYCLE	158
DU PONT ANALYSIS	158
WORKING CAPITAL MANAGEMENT	159
WACC	160
OPERATING LEVERAGE	161
EVA	161
CREDIT ANALYSIS	162
OPEN-BOOK CREDIT VS DSO	163
ACCOUNTS RECEIVABLE	164
ASSET-BASED LENDING	164
INVOICE DISCOUNTING	165
REINVOICING AND TRANSFER-PRICING	165
<u>MANAGING LOGISTICS</u>	166
TRANSPORTATION	170
BASIC MODES OF TRANSPORTATION	171
DRP	173
PACKAGING	173
REVERSE LOGISTICS	175
SHIPPING ACROSS THE GLOBE	175

About this book

We like to thank Mr. Steve Ng for sharing his success story with us.

EBay has been around for many years, allowing people to start their online ventures with very little initial cost. One needs not be a MBA to build an online shop and start selling. However, if the business is to be further developed and expanded, knowledge on a wide range of business disciplines will become highly invaluable.

eBay gives you a platform to sell not only to your local neighbors, but also to buyers around the world! The market potential is huge!

This book covers the essential knowledge domains necessary for you to successfully GROW your eBay business. Steve who owns Toyeast, a highly successful online toy shop, is going to share with you the lessons he had learned in making his toy selling business a survivor and success on eBay globally, from reorganizing the company structure to managing an extensive order fulfillment process and optimizing an effective marketing function, and to establishing his very own product brands.



About Toyeast



toyeast (20181 ★) me 📱

Positive Feedback (last 12 months): 99.1%
[How is Feedback Percentage calculated?]

Member since: Oct-10-98 in Hong Kong