✎ Задание

*Какие преимущества и какие недостатки имеют следующие формы организации бизнеса?*

**Образец ответа:** *A private limited company can increase its capital by selling shares.*

1. a sole trader
2. a partnership
3. a private limited company
4. franchising

**Advantages**

1. You have the total control of your business.
2. This is a good way of starting a business.
3. The financial risks that you are taking are small.
4. You can increase your capital by selling shares.
5. You can go into business with small initial capital.

**Disadvantages**

1. There is a danger of conflicts with partners.
2. It may be difficult to expand.
3. You may have to sell your possessions if the company goes into debt.

## ТЕКСТ

### INTERNATIONAL TRADE

International trade is the exchange of goods and services between different countries. Depending on what a country produces and needs, it can export (sell goods to another country) and import (buy goods from another country). Governments can control international trade. The most common measures are tariffs (or duties) and quotas. A tariff is a tax on imported goods, and a quota is the maximum quantity of a product allowed into a

country during a certain period of time. These measures are protectionist as they raise the price of imported goods to «protect» domestically produced goods.

International organizations such as the WTO (World Trade Organization) regulate tariffs and reduce trade restrictions between member countries.

Companies can choose various methods to establish their products in a foreign market. One option is to start by working with local experts such as sales agents or distributors, who have the knowledge of the market and sell on behalf of the company. This often leads to the company opening a local branch or sales office. Another option is to sell patents and licenses, or give permission to use patents and licenses for their products. Companies may wish to start by manufacturing in the export market, in which case they can either set up a local subsidiary or a joint venture with a local partner.

## Словарь

**tariff** ['tærif] тариф, налог на импортные товары
**duty** ['dju:ti] пошлина
**quota** ['kwoutə] квота, разрешенное количество
**protectionist** протекционистские
**domestically produced goods** товары внутреннего производства
**knowledge of the market** ['nɔlidʒ] знание рынка
**to establish** *зд.* продвигать, внедрять
**sales agents** агенты по продаже
**local branch** [brʌntʃ] местный филиал
**distributors** дистрибуторы
**on behalf of** от имени
**to set up** учредить, открыть, основать
**local subsidiary** [səb'sidjəri] местная фирма-филиал
**joint venture** ['jɔint 'ventʃə] совместное предприятие, СП

## Задание 13.3

*Найдите в тексте эквиваленты:*

1. Обмен товарами и услугами.
2. Налог на импортные товары.
3. Обычные меры.
4. Товар, разрешенный к ввозу в страну.
5. В течение определенного периода времени.
6. Внедрить товар на зарубежном рынке.
7. Снизить торговые ограничения.
8. Открыть местный филиал.
9. Дать разрешение на использование патентов и лицензий.

## Задание 13.4

*Ответьте на вопросы.*

1. What is international trade?
2. What is export?
3. What is import?
4. What are the measures to control international trade?
5. What is a tariff?
6. What is a quota?
7. What are the methods to establish products in a foreign market?