

Free Customization or Full Customization?

XE.com offers two levels of customization that enable webmasters to seamlessly integrate our XE Currency Converter™ — the world's most popular Internet currency tool — into your site. Regardless of which you choose, both options give you:

- Live rates updated non-stop all day, every day
- Access to every world currency in existence
- Unlimited usage with no "hidden fees"

How about adding a currency converter?

Photo: All over the web

EPM, INC. The Seal Man™ EPM FAST QUOTE REQUEST FORM **FAST QUOTE \$59 MINUTES**

www.epm.com

Step 2: Complete the form below and click the "submit form" button at the bottom of the page.
We will contact you within 2 hours and 59 minutes or sooner during business hours.

Red indicates required form field

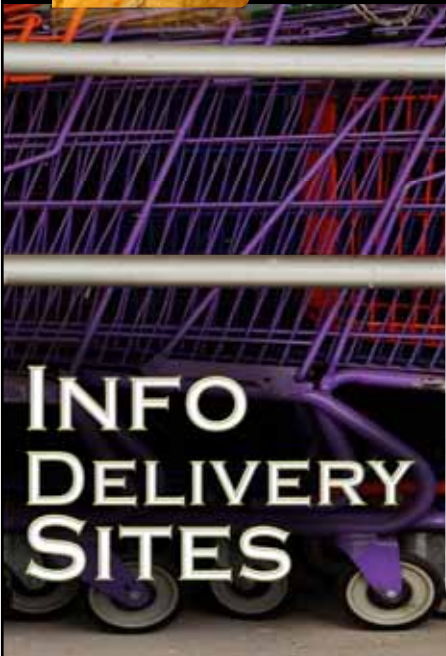
*Contact Name: *Title: *Date:
*Company Name: *Address: *Phone:
*City: *State: *Country: Ext:
*Zip: *Fax: *E-mail:
Timezone (in US only): Website:

Quantities:
*Purchase/Release Qty: *Annual Qty:
*Type of Seal: *Material:

Technical Information:
S.T.A.M.P.S. (Say to Remember - Size, Temperature, Application, Width, Pressure, Type)
S *Size: (L, D, OD, Height) - click [here](#) or [here](#) for sizing explanation. L: D: OD:
T *Temperature: (if product being sealed):
*Application: Type of equipment, and (rotary, recirculating, valve, diaphragm, meter, etc)



Session 10C:
Website Globalization



Shopping Cart...w/o online checkout

YOUR SHOPPING CART

Love Carpet, Inc.

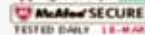
Shopping Cart Contents (nothing is final until you submit your order)

image	item#	item description	unit price	unit	qty	cost	adjust quantity here		
	vs-1	Antea Velvet Carpet-12' Color:CR-1/2 in pile	\$9.00	sq ft.	500	\$4500.00	Increase Quantity	Decrease Quantity	Remove Item
		Order Subtotal:	\$4500.00	<ul style="list-style-type: none"> Ohio deliveries subject to \$515.00 sales tax. Shipping weight: 5000.00 Shipping cost is estimated. Orders will be confirmed via email. 					
The Cart		Freight (most US Destinations) Shipping:	\$100.00						
		Grand Total:	\$4600.00						

Estimated Delivery time and price will be included in your final confirmation email.

CONTINUE SHOPPING
 CHECK OUT NOW

Secure Shopping Cart by: Americart®



Session 10C:
Website Globalization

LEVERAGE E-MARKETPLACES



Image: Microsoft Clipart



Session 10C:
Website Globalization

TRANSACTIONAL WEBSITES

- Feasibility depends on country & product
- Need local stocking distributor
- Rare for B2B sale of tangible goods
- Online quotes based on INCOTERMS
- Evaluate country-by-country



Session 10C:
Website Globalization



SHOPPING CART OPTIONS

support foreign currency, taxes etc.



PAYMENT

- **Credit Cards**
 - Not common in all countries
 - Chargebacks a possibility
- **Transfers**
 - PayPal, Google Checkout, Western Union
 - May limit sales (e.g., max \$10k)
- **Traditional approaches**
 - Wire transfer, letter of credit, etc.



CHARGEBACKS

- Reversal of a charge that has already cleared
- Rules vary by country
- Customers may simply request a chargeback
- You must pursue resolution





CHARGEBACK REASONS

1. Buyer's card number is used fraudulently
2. Buyer makes purchase, but believes seller failed to fulfill agreement*

(* e.g., item is damaged, wrong, or never received.)



Image: Free clip art by Phillip Martin at http://www.chillcomics.com/online_fraud2.htm



CHARGEBACKS

- If you accept credit card payment you risk charge-backs
- Consider this a cost of doing business with cards
- Chargebacks factored into business risk model as overhead



Photo: All over the web



TAXES AND DUTIES

- **Good News:** Most export sales not subject to destination country taxes:
 - Investigate country-by-country
 - European countries still charge VAT
- **Duties vary worldwide**
 - Avoid 'duty paid' exports
 - See "LINKS" section of this website



The End

