



Agricultural Journals

AGRICULTURAL ECONOMICS

Zemědělská ekonomie

[home](#) [page](#) [about us](#) [contact](#)

[us](#)

Table of Contents

IN PRESS

**AGRICECON
2014**

**AGRICECON
2013**

**AGRICECON
2012**

**AGRICECON
2011**

**AGRICECON
2010**

**AGRICECON
2009**

**AGRICECON
2008**

**AGRICECON
2007**

AGRICECON

2006

**AGRICECON
2005**

**AGRICECON
2004**

**AGRICECON
2003**

**AGRICECON
2002**

**AGRICECON
Home**

**Editorial
Board**

For Authors

- **Authors
Declaration**
- **Instruction
to Authors**
- **Guide for
Authors**
- **Copyright
Statement**
- **Submission**

**For
Reviewers**

▪

Guides for

Reviewers
Reviewers
Login

Subscription

Agric. Econ. – Czech

T. Veselý

Method of export strategy formulation for manufacturing or trading company

Agric. Econ. – Czech, 51 (2005): 157-160

The objective of the paper is to present one method that solves the problem of election of a suitable export strategy using method of multi criteria evaluation. The initial hypothesis assumes limited financial and personal resources of a company generating necessity of incremental penetration to export markets with dependence on budget and expected results. The method also assumes individual choice of a single export strategy for each market. Number of formulated export strategies equals to the number of penetrated markets. The process of formulation of a strategy consists of two steps. In the first step, an export market is chosen and in the second step, one of the export strategies is attached to the export market. The company management according to the company orientation and the management experience creates criteria for market

selection. The method is supported with software that leads the compan