

WEBSTORE MARKETING IN RUSSIA

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AUTHOR: **Elena Potapova**

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Author(s) Elena Potapova			
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Supervisor(s) Päivi Korpivaara			
Client Organisation/Partners Tommi Saresklvi			
<p>Abstract</p> <p>The main purpose of this thesis was to think about how to make a Finnish webstore suitable to Russian market. The idea of this thesis divided by 2 parts: marketing and logistic part. I took marketing part where need to include comparison of the two countries in marketing, how to realize a webstore and to sell the products from Finland to Russia. Also I compared a standard Finnish web store with a Russian one.</p> <p>In the process of writing a thesis the laws were considered as important knowledge when opening the webstore in Russia. I have identified the major differences between the laws of Russia and Finland.</p> <p>The research was supported with theoretical background. Its main topics were market analysis, customer service, customer relationship management and customer satisfaction. Theoretical topics were specifically selected to reflect the purpose of the research.</p> <p>The research analysis showed what kind of products buyers from Russia want to purchase from a webstore. It was found out that in order to increase the company's popularity and customer loyalty, there are certain actions that have to be taken.</p> <p>Keywords Market analysis, customer relationship management, laws</p>			

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1 INTRODUCTION

The main idea of my thesis topic is how to make a Finnish webstore to Russian market. The creation of online shops is very topical at the moment. Online shopping has become an entire industry that attracts millions of users. Online shopping will continue to develop as purchase through the network to do is convenient, fast and profitable for the modern man. The world of the 21st century chooses online shopping. All this was done in order to save your precious time and make your life more convenient and comfortable.

I took marketing part where need to include comparison of the two countries in cultural, how to realize webstore and to sell the stuff from Finland to Russia. Also I should to compare the standard Finland web store with Russian.

In the process of writing a thesis the laws were considered as important knowledge when opening the webstore in Russia. I have identified the major differences between the laws of Russia and Finland.

The research analysis showed what kind of products buyers from Russia want to purchase from a webstore. It was found out that in order to increase the company's popularity and customer loyalty; there are certain actions that have to be taken.

1.1 METHODS

The research was supported with theoretical background. Its main topics were market analysis, customer service, customer relationship management and customer satisfaction. Theoretical topics were specifically selected to reflect the purpose of the research.

The theoretical part I found in the Internet, in books.

In 2012, the University of Savonia we had a project (Savonia Webstore Development Project) to create online store in Finland. I tried to compare and distinguish the difference between the online stores in Finland and Russia, using my experience and appropriate literature.

Some questions and statistics I will try to solve with the help by interview.

I used the most popular social site in Russia – “Vkontakte”. And I asked users of different ages, about what kind of products they want to order from Finland.

2 ENVIRONMENTS AND MARKET ANALYSIS

2.1 Environmental Analysis

The actions of an organization/ institution are influenced simultaneously by 2 factors: Internal Environment (people, system, infrastructure, capabilities and others), External Environment (political, legal, social, economic, technological). Environmental analysis is a strategic tool. It is a process to identify all the external and internal elements, which can affect the organization's performance.

("Free management books", Posted: Fri, 17 Apr 2015)

Our market is facing changes every day. Many new things develop over time and the whole scenario can alter in only a few seconds. There are some factors that are beyond your control. But, you can control a lot of these things.

Businesses are greatly influenced by their environment. All the situational factors which determine day to day circumstances impact firms. So, businesses must constantly analyse the trade environment and the market. PESTLE analysis consists of various factors that affect the business environment. Each letter in the acronym signifies a set of factors. These factors can affect every industry directly or indirectly.

The letters in PESTLE, also called PESTEL, denote the following things:



. ("Free management books", Posted: Fri, 17 Apr 2015)

1) Political Risk

All business activity presents risks that must be managed to be successful and make a profit.

Political risk may mean investors lose money. Losses can be financial, time delays, technical breakdowns, loss of reputation, or loss of market share.

Political risk analysis looks for the causes of risk and predicts the effect it would have on investment in that country. Awareness is the first step. Risk management requires assessing potential political situation. The assessment is factored into business decisions for that country.

Political risk occurs when government policies threaten the business environment. Economic risks include policies and controls to affect price and currency rate. Policies may change at any time.

Businesses may walk away from opportunities because of the risk. They may minimize the risk by taking out insurance, balance it with more secure projects or build in higher prices for products in the country.

2) Economic Factors - Economic Indicators

There are several economic factors that change prior to, after, or simultaneously with the business cycle. These factors are examined by analysts to determine the current state of the economy. We will examine the three common types of indicators below.

Leading Indicators: A measurable economic factor that changes before the economy starts to follow a particular pattern or trend. Leading indicators are used to predict changes in the economy, but are not always accurate. Bond yields are typically a good leading indicator of the market because traders anticipate and speculate trends in the economy.

3) Social Factors

Society is continually changing. For example, tastes and fashions constantly change. As an example, consider the growing popularity of social media such as Facebook, especially among younger people. Unlike their parents, young consumers have been brought up in an age where mobile phones and computers are used every day.

Young customers are more likely to use digital technology, to shop online and to prefer online methods to print images. Older generations are more likely to stick to traditional methods. For example, they are more likely to want to have their photos developed and printed in-store.

4) Technological Factors

This element has become a key factor for organizations in assessing and listing issues that could have a potential impact on its operations and that could be critical to its long-term future. The pace of change in technology is becoming more rapid, and often changes that impact your market come from unexpected sources.

Technological factors can be broadly divided into two areas: manufacture and infrastructure. By exploiting opportunities to update or alter their production an organization can gain market share, thereby attaining a strong competitive advantage. Such activities include:

- Automation
- Improved quality of parts and end product
- Incentives
- Significant cost savings
- Use of outsourcing to control costs and offer greater flexibility

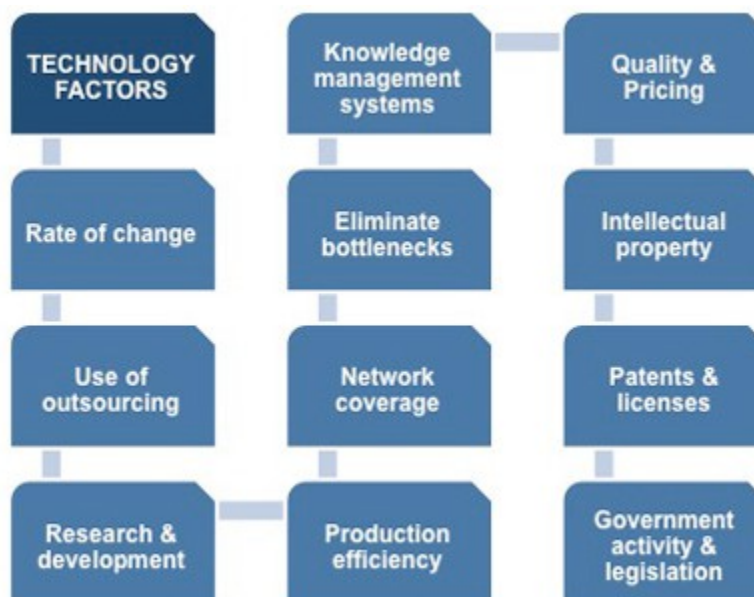


FIGURE 1. *Environments: Technological factors*

5) Legal Factors

The list of legal factors that should be considered includes current and impending legislation that may affect the industry in areas such as employment, competition, and health and safety. Anticipated changes in legislation in the main trading partner countries should also be investigated. Recent years have seen a significant rise in the number of regulatory bodies that have been set up to monitor organizations' observance of legislation relating to all areas of operations, including consumer protection, employee welfare, waste disposal, and how their earnings and investments will be taxed. There are also the trading restrictions, quotas, and excise duties to consider.

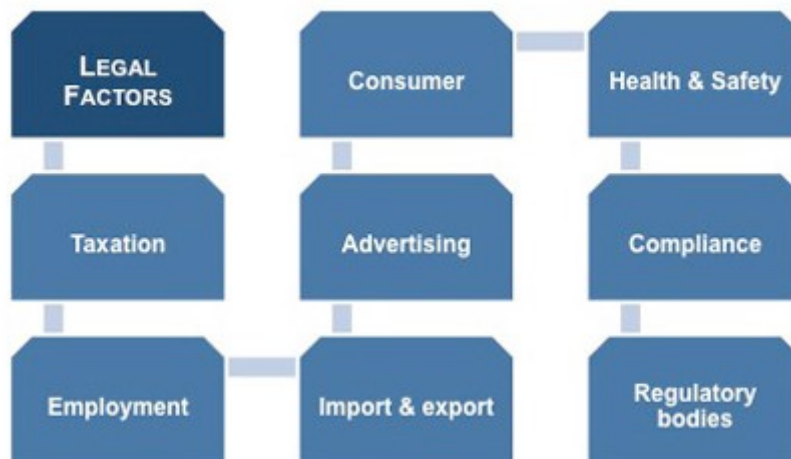


FIGURE 2. *Environments: Legal Factors*

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6) Environmental factors

Many things in the environment can affect our health. Hazardous substances found in the air, soil and water can originate from a variety of sources, such as agricultural and industrial activities, mining operations, landfills and leaky underground storage tanks. Health officials work with individuals, communities, government agencies and industries throughout the state to reduce or eliminate exposure to substances that could be harmful.

. ("Free management books", Posted:Fri, 17 Apr 2015)

2.2 Market analysis

A market analysis studies the attractiveness and the dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses the strengths, weaknesses, opportunities and threats (SWOT) of a company can be identified. Finally, with the help of a SWOT analysis, adequate business strategies of a company will be defined. The market analysis is also known as a documented investigation of a market that is used to inform a firm's planning activities, particularly around decisions of inventory, purchase, work force expansion/contraction, facility expansion, purchases of capital equipment, promotional activities, and many other aspects of a company.

SWOT



(© 2014 Discovery Research Group)

Strategic Planning can help to answer:

- Where we stand?
- What is our goal?
- How to reach the desired goal?
- How to evaluate performance?

Strength - the main features of your business where your business has an advantage over the competition, you have passed the test better than the competition.

The strength can be found only if the internal analysis.

Tangible strengths	Intangible strengths
Plant and equipment	Strong recognized brands
Market leading product	Company's reputation
Cost advantage	Patents or property products

Table 1. *Market analysis: Strengths*

Weakness - the main features of your business, where competitors have an advantage over your business.

Weaknesses can be found only when completing internal analysis.

Tangible weaknesses	Intangible weaknesses
Old plant/ equipment	The weak are not recognized brand
Narrow product line	Poor relations with customers
Insufficient finance resources	Lack of knowledge of the industry

Table 2. *Market analysis: Weaknesses*

Opportunities – situation the environment, to improve the competitive position.

External analysis will reveal opportunities.

Industry opportunities	Macro opportunities
Expand product range	Favourable legislative changes
Diversity	Positive economic outlook
Vertical integration (forward or backward)	
Export or increase geographic cover	

Table 3. *Market analysis: Opportunities*

Threat - forecast for the environment that is out of your control, and has the potential to harm the profitability of your business.

External analysis

Industry threats	Macro threats
Low cost imports	Exchange rates
Substitute products	Demographic range
Market decline	Increasing

Table 4. *Market analysis: Threat*

3 FINNISH AND RUSSIAN CULTURAL

Finland country

The culture of Finland combines indigenous heritage, as represented for example by the country's Uralic national language Finnish and the sauna, with common Nordic, Russian and European culture. Because of its history and geographic location Finland has been influenced by the adjacent areas, various Finnic and Baltic peoples as well as the former dominant powers of Sweden and Russia.

Population

5,214,512 (July 2004 est.)

Language in Finland

Of the two official languages of Finland, Finnish is the first language spoken by 93% of the country's 5 million inhabitants. Finnish, unlike Scandinavian languages, is not Germanic but in a class of its own. Theoretically, it is related to Hungarian but in practice the two are not mutually comprehensible.

The other official language, Swedish, is spoken by around 6% of the population, most of whom live in the south west and are also speakers of Finnish. Sami is a minority language in Scandinavia that is spoken by around 2,000 people living in the north of Finland, which is 0.03% of the Finnish population.

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Russia country

Russian culture has a long and rich cultural history, steeped in literature, ballet, painting and classical music. Russia has a very visual cultural past, from its colourful folk costumes to its ornate religious symbols.

Russia is the largest country in the world in terms of territory, with a total area of 17,098,242 square kilometres (6,601,668 square miles).

Population

According to 2015, the population of Russia is 146, 267, 288, a decline since its peak of 148,689,000 in 1992.

Languages

While Russian is the official language, many Russians also speak English as a second language. More than 100 minority languages are spoken in Russia

today. The most popular is Dolgang, spoken by more than 5.3 percent of the country's population. Other minority languages include Tartar, Ukrainian, Chuvash, Bashir, Mordvin and Chechen.

Religions

There are nearly 5,000 registered religious associations in Russia. More than half follow the Russian Orthodox Church. Islam is the second largest religion; about 10 percent to 15 percent of Russians practice Islam.

(©by Alina Bradford, Live Science Contributor, February 09, 2015 10:09pm)

How people use money in Finland?

Finns use euros like most of the Western European countries. The euro is divided into 100 cents. The exchange rate between the euro and other currencies changes from day to day. For current exchange rates see the following: [Current Sell/Buy Courses in Other Currencies](#)

Note that the 1 and 2 cent coins are not in use. When paying in cash the sum is rounded to the closest 5 cent value. (Collector alert: Finnish 1 and 2 cent coins do exist, and can be purchased - at inflated rates - from shops that sell coins to collectors.)

Banks

Banks are open on weekdays from 10:00AM to 4.30PM. They are closed on Saturdays, Sundays, and public holidays. The word for 'bank' in Finnish is 'pankki'.

ATMs

A very good network of ATMs exists in all inhabited areas throughout Finland. ATMs have instructions in both Finnish and in English. ATMs are marked with yellow signs that say 'OTTO'.

Credit Cards

The most common credit cards used in Finland are Visa, Mastercard, Diners and American Express. Finns love to pay with bank cards. You do not see

checks at all because people feel them old fashioned and too slow to use. Travelers checks can be changed in banks and in many hotels too.

One suggestion is to use a Visa card and cash. This duo is 100 percent sure way to allow you to pay everywhere.

(TripAdvisor LLC, Roinila on Apr 27, 2006)

How people use money in Russia?

So, money-wise...how do you get along in Russia? The usual suspects - cash and credit card - also apply here, with some caveats. Be aware that, unlike years ago, you make payments in the formal, official currency of the country - rubles. There is no advantage whatsoever to even trying to offer "foreign" currency.

Note that, unlike other countries, fewer places take credit cards, especially a lot of the smaller shops or street kiosks, food booths, etc. So, even if you want to use your credit card, you should be ready to pay for a lot of things with cash.

There is almost literally an ATM on every corner in Moscow and St. Petersburg, including at the airport. You should, however, try to stick to ATMs of either large foreign institutions like Citibank, or major banks in Russia. The top 5 Russian retail banks (for Moscow anyway) - good for both availability of machines but also presumably some higher degree of reliability- are Sberbank ("Savings Bank"- by far the largest in Russia), VTB 24, Bank of Moscow (being bought by VTB), and Alfa Bank.

Be careful in smaller cities and villages, they may only be from the main Russian bank - Sberbank. Sberbank will usually work with most foreign ATM/Debit cards so it is not wise to rely upon ATM's only and take some cash, just in case.

For credit cards, not much different from using anywhere else, except they are not so widely accepted. While some have questioned the safety of using credit cards in Russia, based on ongoing discussion on TA, it does not seem there are really grounds for totally refraining from using them. Having said that, it would be advisable to use the same common sense you would at home- use them only with larger, trustworthy places hotels, larger restaurants or stores, and try not to lose sight of your card.

(TripAdvisor LLC, Ebertsj on Oct 02, 2011)

4 ONLINE SHOP IN RUSSIA

4.1 Why do we choose Russian country?

1) Location situation

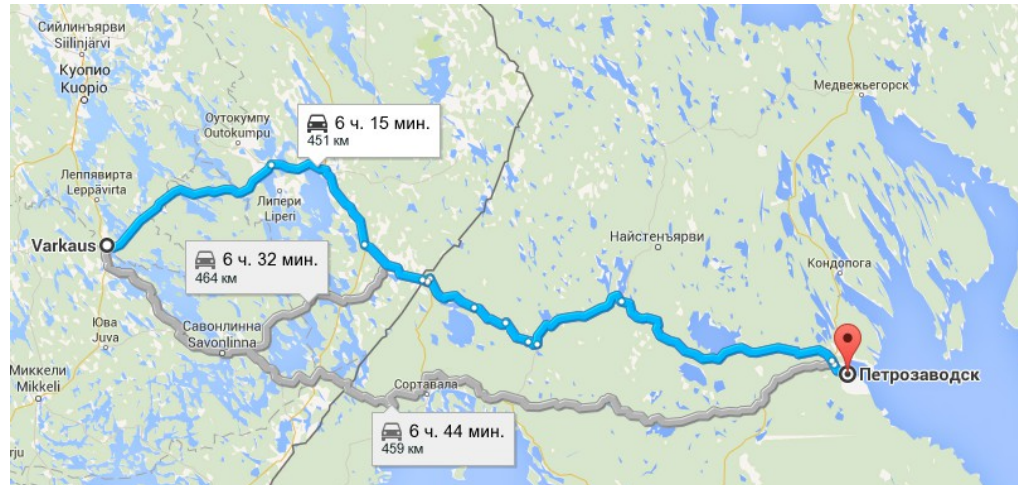


FIGURE 3. *Online shop in Russia: location situation*

The distance between Varkaus and Perozavodsk is 451 km.

By car the trip takes near 6 h 15 min

2) Close relationship communication between countries

3) A large number of potential buyers in Russia

4) Technical situation (use computer, tablets)

In terms of access to information technology Russia is in the top third of the ranking (48th place out of 159 countries), and it is the best result among the CIS countries.

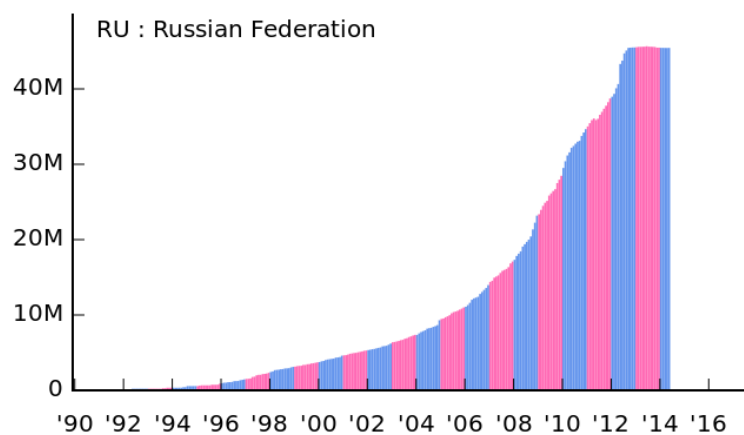


FIGURE 4. *Online shop in Russia: technical situation*

At the end of spring 2010 in Russia, there were 43.3 million Internet users (those who accessed the Internet at least once in the last month), weekly

audience of 39.2 million people, and the daily - 29.4 million. The growth of the Russian Internet -auditoria from 2000 to 2010 amounted to 1 826%.

In May 2014, Minister of Communications and Mass Communications of the Russian Federation Nikolai Nikiforov said that the Russian segment of the Internet audience of 68 million people and 56 million users go online daily.

5) English language

Recent studies have shown that the Russians speak English the worst in Europe. Russia was on the 29th place in the ranking of countries in terms of English.

English First Report of the company showed that the best command of the language Russians aged 18-22 years, that is, those who have recently graduated from high school, while in Europe show the highest professionals 30-40.

If we talk about the specifics of activity, the highest results show employees of consulting and travel agencies, while the lowest - civil servants and professionals in the field of sales.

At the same time, citizens in certain regions hold brand in Moscow in English say better than in Germany, and only slightly worse than in Belgium.

Residents of St. Petersburg and Novosibirsk speak the language better than the Swiss and Spaniards. In general, the level of English in Russia is gradually increased.

4.2 History of occurrence online shop in Russia

The concept of online store was born in America. The idea of creating the first online store appeared Jeff Bizos in 1994. He took the train to Seattle and to reflect on how the public and became a free Internet. He realized that people communicate on the Internet, using it for work and in their spare time too.

From this he concluded that the audience on the Internet can offer to shop: order goods and services. Jeff Bizos compiled a list of all kinds of goods, of which exclude those that will be difficult to share, and store. As a result, the first online store was you can buy books, audio tapes, video tapes and disks.

The first online store in Russia was established in 1997 in Moscow. Then it was fully book, but now much wider range than in 1997. The exact date of the first purchase made in Russia, unfortunately, cannot be determined. Maybe if it was known, people would have celebrated her birthday as Online Shopping.

And in 1998 and in Russia launches first online projects. Internet banking system run "Internet Service Bank" developed Avtobank. And a little later, on April 10 in 1998, the Russian financial market, there is a first virtual bank IMTB. In the same year in April opens and receives first orders the largest online store of books, audio and video recordings.

One year later, the Russian Internet trading stepped far technically. Was created by automatic Internet gateway can receive and process orders in a matter of seconds. This was a good foundation for further development of trade on the Internet.

Now online stores offer a range of products, which previously was only available in a simple store. Now anyone can order online book a ticket, food, washing machine, refrigerator, clothes. Surprisingly, it became possible to order on the internet, even high-quality household appliances. To facilitate the choice of equipment are sites with search system, you can also make and receive telephone advice. All times carefully crafted and every day online shop is ready to take orders and help customers. This is the result of long-term development of Online Shopping, which in the future will be even more relevant.

4.3 What are biggest webstore in Russia?

1. Yulmart

Revenue: \$ 1.021 billion

Year established: 2008

Website: Ulmart.ru

Number of employees: 6,500

Numbers: 10 million people are involved in loyalty programs

Owners: Creators - St. Petersburg businessmen Alexei Nikitin and Sergei Fedorinov. In 2008, "brigade commander" Nikitin bought from bankrupt Ultra Electronics online system and opened its first store "Yulmart." Two years later, "Yulmart" attracted investors is now 60% owned by the former co-owner of "Lenta" Dmitry Kostygin and August Meyer, and 40% - Nikitin and Mikhail Vasinkevichu. Fedorinov holds the post of director general.

Business: Sells "all those is stuck you can order the product catalogue online, by phone or via terminals in stores.

For the year: More than 400,000 orders were delivered to customers directly.

2. Citylink

Revenue: \$ 868 million

Year established: 2008

Website: Citilink.ru

Number of employees: 3,000

Numbers: 277,258 people a day - the average number of visitors

Owners: "Citylink" - retail project of computer equipment distributor Merlion (revenues - 121.1 billion rubles, №40 in the ranking of the largest private companies Forbes - 2013). The beneficiaries are not disclosed, it is known that one of them - the owner of Rising Bank Oleg Karchev. In his only interview Kazan portal "Business-Online» he confessed that Merlion three shareholders: "Each blocking stake, the exact distribution - classified information."

Business: The company has positioned itself as an "electronic discounter" - Bookings can be made via phone, website or electronic terminals in the centres "Citylink" and "Citylink mini."

For the year: The company opened 90 new points of reception and delivery of orders.

3. Wildberries

Revenue: \$ 530 million

Year established: 2004

Website: Wildberries.ru

Number of employees: 4,500

Figure: 2.5 million customers

The founders, owners are English language teacher Tatyana Bakalchuk decided to earn a resale clothing catalogs of the German Quelle and Otto: in 2004 with her husband, she opened Vladislav online fashion store. Today Wildberries - the country's largest online store for clothing and footwear.

According to reports in SPARK, 100% of LLC "Vayldberriz" belongs to Tatiana, but the company claimed that it has three owners - Tatyana and Vladislav Bakalchuki and Sergei Anoufrieiev.

Business: Online store About 100 000 models and more than 1,000 brands. He has more than 150 points of shipment and free shipping goods across Russia.

For the year: In July, online store went to Kazakhstan.

4. Ozon

Revenue: \$ 350 million

Year established: 1998

Website: Ozon.ru, Sapato.ru, Ozon.travel

Employees: 2270

Figure: 1.7 million air and rail tickets sold for the year Ozon.travel

Owners: Holding was founded in St. Petersburg software company and publisher RekSoft Terra Fantastika, but now the main owners are portfolio investors - Baring Vostok Capital Partners, Index Ventures, ru-Net, Rakuten, Intel Capital, Holtzbrinck and Cisco. In late 2013 it was reported that Baring Vostok seeking a buyer for a blocking stake.

Business: Ozon sold online 2 million of various goods, and also acts an online ticket agency and hotels in Russia. Gross turnover of the holding company in 2013 increased 1.5 times to \$ 750 million.

For the year: Ozon has completed the integration of the online shoe store Sapato.ru, who became trade and clothing. The company announced its intention to invest in the loyalty program of 1 billion rubles for 2-3 years.

5. Biglion

Revenue: \$ 334 million

Year established: 2010

Website: Biglion.ru

Employees: 1500

Numbers: 5000 orders a day for goods

Owners: Basic owners - Vladimir Vinogradov and Oleg Savtsov with his wife Irina. They founded the company, stepping down from the position of the top managers of the holding RBC - Savtsov was deputy general director, Vinogradov headed the service RBK Money. Minority shareholders - investment funds ru-Net Leonid Bohuslav and Tiger Global Management.

Business: Biglion created as a clone of the popular foreign merchant service Groupon, where users buy discount coupons, and the site gets a commission from the service providers. A few years ago Biglion began selling discount electronics and household goods.

For the year: The share of trading in the company's revenue increased from 30% to 50%.

5 RUSSIAN LAWS (ABOUT WEBSTORE/ MARKETING)

5.1 Return

The consumer has the right to exchange the food of appropriate quality within fourteen days, not counting the day of purchase.

Exchange of appropriate quality is made, if the specified goods were not in use, its trade dress, consumer properties, seals, factory labels, and receipt or cashier's check issued to the consumer together with the sold specified goods.

If the same item is not for sale on the same day the consumer to the seller, the customer may elect to terminate the contract of purchase - sale and request a refund for the amount of money specified goods or to exchange it for the similar goods at the first receipt of the corresponding goods in sale.

The seller must inform the consumer which has demanded an exchange not food of appropriate quality, on its availability.

5.2 Payments

- Purchases with electronic wallets

The most convenient and modern way to pay for purchases are transfers of money through Internet services such as Webmoney, Qiwi, Yanleks Money et al., Or to pay for the use of bank cards, such as Visa Electron from Sberbank. Such payments can be made at home sitting at the computer, they are quite safe and secure.

- Payment online store by credit card

Most often pay the online store is made by credit card if the store has a link to the appropriate systems Visa or Master Card different banks. Today it is the most popular way to make purchases on the Internet - store credit cards.

At the moment(the end of 2012), according to statistics, about 90% of adult residents of Russia have a plastic card, whether a student, salary, pension or credit:

90% of the population uses plastic cards for salaries, scholarships and pensions;

85% of the population use a single card, 12% - two and 2% - three or more;

17% of respondents use credit cards more than 2 years;

Among the users of plastic cards 38% are men, 32% - women; 52% of people who are actively using bank cards are in the age group of 25-34 years, 45% - 35-44 years, and only 6% of people over 60 years were able to master this new product.

53% of users included in a social group with high incomes, 29% - of middle-income, and 10% - low.

How to get credit card?

The biggest bank in Russia is "Sberbank". Online page is:

http://www.sberbank.ru/ru/person/bank_cards/credit/cardcreditform

The necessary information from the customer:

Select a card, First Name, Last Name, Name, City, Passport series, Passport Number, Contact number and Address

After that you should go to the nearest Sberbank with your passport and to get this card.

- Cash on delivery of goods

This is the most reliable and easy way to purchase goods online store.

Payment made by cash on delivery and after examination of the goods by the buyer.

5.3 Product safety

GOST (Russian: ГОСТ) refers to a set of technical standards maintained by the Euro-Asian Council for Standardization, Metrology and Certification (EASC), a regional standards organization operating under the auspices of the Commonwealth of Independent States (CIS).

All sorts of regulated standards are included, with examples ranging from charting rules for design documentation to recipes and nutritional facts of Soviet-era brand names (which have now become generic, but may only be sold under the label if the technical standard is followed, or renamed if they are reformulated).

The notion of GOST has certain significance and recognition in the countries of the standards' jurisdiction. Russian Rosstandart government agency has gost.ru as website address.

5.4 Customs payments and their types

- Customs payments include:
 - import duty
 - export duty
 - the value added tax levied on the import of goods into the customs territory of the Russian Federation
 - the excise duty levied on goods imported into the customs territory of the Russian Federation
 - customs duties
- Customs duties are levied if they are installed in accordance with the legislation of the Russian Federation.

- Special, anti-dumping and countervailing duties imposed in accordance with the legislation of the Russian Federation on measures to protect the economic interests of the Russian Federation in foreign trade in goods, levied according to the rules stipulated by this Code for levying import duties.

5.5 Import-extra taxes

Value added tax and excise

Value Added Tax (VAT) and excise duty along with customs duties apply to customs duties. VAT and excise duty shall be paid in accordance with the Tax Code of the Russian Federation. Persons responsible for the payment of VAT and excise duty are the same person as the person responsible for the payment of customs duties. The object of taxation for these types of taxes is the movement of goods across the customs border of the Russian Federation. When VAT goods transported through the customs border of the Russian Federation in accordance with Article 164 of the Tax Code of the Russian Federation, there are three types of rates: zero, 10% and 18%.

The zero rate of VAT is applied in the implementation of:

- Goods (excluding oil, including stable gas condensate, natural gas, which are exported to the territory of the states - members of the Commonwealth of Independent States), exported in the customs procedure of export; - Works (services) directly connected with the production and sale of goods.

- Works (services) directly connected with the transport (transport) through the territory of the Russian Federation of goods placed under the customs procedure of transit through the said territory;
- Services for the transportation of passengers and luggage;
- Works (services) performed (provided) directly in outer space, as well as complex preparatory ground works (services), technology driven and is inextricably linked with the performance of works (services) directly in outer space;
- Precious metals taxpayers engaged in their extraction or production of scrap and waste containing precious metals, the State Fund of Precious Metals and Precious Stones of the Russian Federation, Fund of Precious Metals and Precious Stones of the Russian Federation, the Central Bank of the Russian Federation, the Bank;
- Goods (works, services) for the official use of foreign diplomatic and equivalent representative or for personal use of diplomatic or administrative and technical staff of these representations, including those living with them their families.

Rate of 10% is applied in the implementation of book products, food products, certain medical products and baby products, listed in paragraph 2 of Article 164 of the Tax Code of the Russian Federation. In respect of transactions relating to the implementation of other goods used in the rate of 18%

Examples:

The formula for calculating the VAT

Let the known amount S. It is necessary to calculate the amount of VAT is 18 per cent of the S.

$$\text{VAT} = S * 18/100.$$

Example. The amount of 10 000, VAT amount.

$$\text{VAT} = 10,000 * 18/100 = 1800.$$

For example, the amount of VAT is 18%, S=375

$$\text{VAT} = 375 * 18/100 = 67, 5.$$

If the amount of VAT is 10%, S=375e

$$\text{VAT} = 375 * 10/100 = 37, 5.$$

5.6 Returned goods through customs

For the export of substandard goods in order to return to a foreign vendor provides only two modes - the export and re-export. Their main difference is that the export regime initially exported only Russian goods, or those imported previously but decorated and released for free circulation, that is, lost the status of foreign.

In the re-export of exported foreign goods haven't passed customs clearance. For example, the receiver detects the defective goods at the border, taking the party from the carrier. In this case, since no clearance, the goods are exported in the mode of re-exported without payment of customs duties and taxes.

According §1, Art. 242 of the Customs Code, goods released for free circulation in respect of which found that on the day of crossing the border they were defective or are otherwise not conform to the conditions of foreign trade transactions in quantity, quality, description and packaging and for these reasons, returned to the supplier (other specified by him), they may be placed under the customs regime of re-export.

You can return the goods and the export regime, but then you cannot get back the paid customs duties and VAT. Nor can we accept VAT deduction, since imported goods are not used in operations, recognized the object of taxation for this tax. And with the re-export refund amounts paid on importation is possible.

Take advantage of the re-export regime can be subject to the conditions specified in §1, Art. 242 of the Customs Code:

- Under the terms of the foreign trade contract, the buyer has the right to return defective goods seller;
- Defects or other lack of conformity of foreign trade transaction for the day were crossing the customs border;
- Goods used or repaired in Russia, except when it was necessary to use the goods for defects or other circumstances which caused its return;
- The goods can be identified by customs authorities;
- The goods are exported within six months from the date of release for free circulation.

6 CUSTOMER REALATIONSHIP MANAGEMENT

Customer relationship management (CRM) refers to the practices, strategies and technologies that companies use to manage record and evaluate customer interactions in order to drive sales growth by deepening and enriching relationships with their customer bases.(Margaret Rouse, 2013)

HOW?

I found this information by comparing the most popular online stores in Russia. I pondered how best to make the customer service in this case. Also taking into account all the laws I have tried to answer questions such as the delivery method, payment and other.

Customer help:

- **How to register**

Required information about customer: Name, Last Name, First Name; The data of the document proving your identity; A contact telephone number and email address where we can contact you; Username and password that you use to access the Internet resources of the Company; Information about the delivery address of your order; Date of birth; Paul.

- **How to order**

Choose a product, add to a shopping basket; check out an order; select a delivery method; choose your option authorization; fill data in delivery; confirm your name, last name, phone number, e-mail address and click "Submit".

- **Payment**

Cash payment, credit card

Payment is made only in Russian rubbles

- **Delivery**

Delivery will be organized in that city, where we plan to find the storage before to selling our goods. In our project this city is the in capital of Karelia Republic - Petrozavodsk. Distance between Varkaus and Petrozavodsk is 452, 1 km.

Delivery of small loads - the nearest post office / large loads – at home

Duration from 3 to 14 days

Special delivery from 1 to 5 days

Terms of delivery:

- We will deliver your item to the address specified or nearest post office when ordering online.
- We will deliver your goods within the period specified in the order and will contact you for an hour before arrival at the delivery address.
- We will deliver your goods at the front door of the apartment (office) and unpack. Please check the appearance, equipment, availability of the warranty card and instruction manual / use of the product. Please note when completing your order in stock staff opened the package to check the quality of the goods
- We ask you to pay for goods and services according to the delivery decorated checks.
- We will ask you to sign for the goods. If you have any comments, write it in the "Special Notes" of the receipt.
- Employees of the shipping service will wait for you for 15 minutes, if the agreed time you will not appear at delivery. Next will be shipped to the warehouse and on the spot, if you have access to your mailbox or door of the apartment (office) will be Delivery notification.

• **We can help you choose**

Here you can find our recommendations for purchase product range.

• **Feedback**

Ask us any question by phone Call Centre or by e-mail.

After purchase, you can evaluate the product and leave a comment

Information for buyers:

• **Privacy Policy**

The purpose of the present site (the Company) is to provide individuals and legal entities (users) the necessary information about the Company's activities and information about goods and services (products). Information on the site is more informative nature.

All site content is the property of "company name" and protected by the laws governing copyright issues. In this connection, the users of the site can use the content for personal and non-commercial purposes. Use of site content not otherwise permitted.

The Company does not permit entry in the contents of this website any changes, as well as further reproduction of the content.

How, when and what information we collect and how we use it.

The Company collects personal information about you (personal information). Companies transferring your personal data, you agree to the terms set forth herein. In accordance with applicable laws and company policy "company" on the protection of personal data, you can at any time to change them, update or request the deletion.

Also what we guarantee, information on guarantees of confidentiality when using payment cards, Changes and Updates.

• **Guarantees**

Quality assurance

You get quality products from the best manufacturers. The company purchases only certified products only from official suppliers, which mean a guarantee of quality from the manufacturer and warranty service without any problems.

Guarantee of Exchange - 30 days!

Term exchange and refund purchases more than necessary under the law of the Russian Federation "On Protection of Consumers' Rights, and is 30 days.

• **Returns & Exchanges**

You can return the item within 14 days, in some cases; you have the opportunity to exchange the item within 30 days.

Within 30 days of purchase, you can:

Exchange goods, not used

Exchange the goods or refund the money if you find a manufacturing defect.

WHAT?

I questioned people on the popular Russian website "Vkontakte"

(<https://vk.com/>) what kind of product you want to order from Finland. Most of

the popular answer was – clothes. In women a priority also was cosmetics, for men - tires. Some noted the high quality home appliances, phones, tablets and other electronics. Less popular were the responses as furniture, jewellery, watches and so on.

The survey involved men and women from 18 to 45 years.

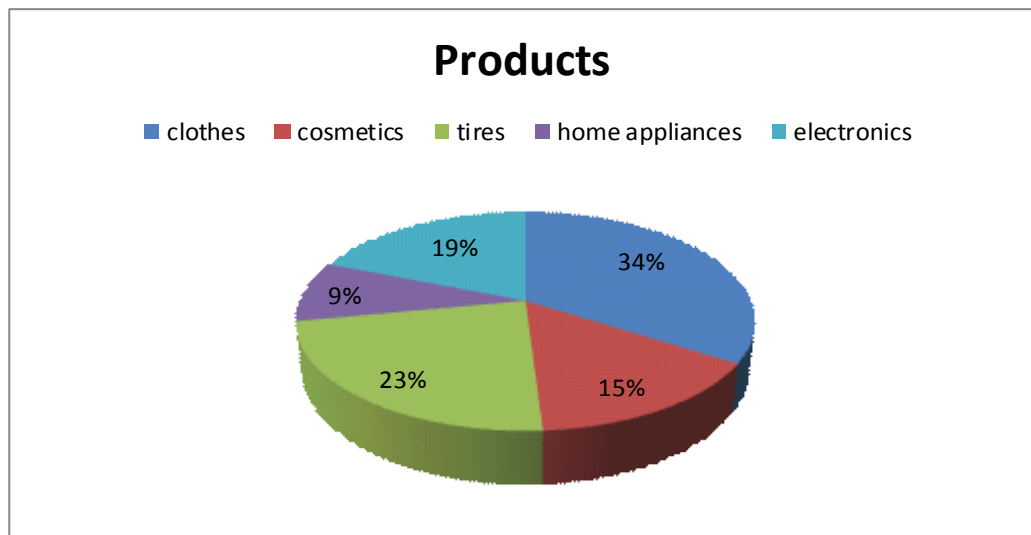


FIGURE 5. CRM, What: Products

7 MARKETING IN INTERNET IN RUSSIA

7.0 Having webstore in Petrozavodsk, local point.

Ecwid - this AJAX-applications, allowing you to add online store to an existing site or a page on a social network. Ecwid works on the model of SaaS: users manage products and categories on the server and place the widget code with adaptive design on your page.

<http://www.ecwid.ru/>

After the registration on this site you can try to create demo version of your webstore. All information is necessary for the setting up shop and even more. This site can provide: free plan, unlimited showcases, easy to install, easy to use, it works on any device, shop for social networks.

Price list:

FREE	VENTURE	BUSINESS	UNLIMITED
\$0 /мес.	\$15 /мес.	\$35 /мес.	\$99 /мес.
Без абонентской платы	или \$12.50/мес. при оплате за год	или \$29.50/мес. при оплате за год	или \$82.50/мес. при оплате за год
Создать магазин	Создать магазин	Создать магазин	Создать магазин
10 товаров	100 товаров	2500 товаров	Без ограничений
\$0/month	\$15/month	\$35/month	\$99/month
no monthly fees	Or \$12,5/month, when paying for a year	Or \$29,5/month, when paying for a year	Or \$82,5/month, when paying for a year
10 goods	100 goods	2500 goods	no restriction

7.1 Language

While Russian is the official language, many Russians also speak English as a second language. More than 100 minority languages are spoken in Russia today.

The webstore would be in 3 languages: Russian, English and Finnish.

I chose those languages because most of the population in an area where we plan to sell things from Finland speak in Russian at all. Russia is also one of the main subjects in school is English. This is unfortunately not enough Russian fluent in English. By choosing a second language - English, I suggested that perhaps the recent newcomers to the Russian people, which is not yet well speak in Russian, can buy items from our store using the service in English. And of course, by the third Finnish I look forward to what is possible in Russia there are people who have moved from Finland to Russia. And their interest is the site in Finnish. They will be much easier to order products from their home country using the Finnish service. Also for the creators of the site would be easier to use the site in Finnish.

7.2 Search machines (if we have webstore how Russian people will find it)

1st place: Yandex - 53.8% (basic search + search by pictures)

Yandex.ru is the largest search engine in Russia. It accounts for just under 53,8% of the searches that take place within the country. The website is currently the most popular in Russia, and attracts users from all over the world, it currently accounts for 1.7% of all search engine queries placed throughout the world.

The company started way back in 1990 when Arkady Yozh and Arkady Borkovsky teamed up to create the company Arkadia. The company

developed MS-DOS Software designed to search for patents. It included full text support. Between the years of 1993 and 1996 the company worked hard to develop the search engine technologies that they had created. This resulted in software that enabled a user to browse through biblical text and Russian Classic Literature.

In 1993 the name Yandex came into existence. It is an acronym for 'Yet Another iNDEXer'. The website Yandex.Ru was launched a few years later in 1997. By the year 2000 Yandex.Ru had become the most visited Search Engine in Russia. A great deal of its success was down to the fact that it was based around Russian Morphology, which is much different to the English language which most other Search Engines are built around.

Yanex.Ru revenue comes from banner advertising. The first contextual banner was added to the website in 1998. The original intentions of these advertisements were to provide the user with an extra search result. Ultimately it ended up being the main source of revenue for the Yandex group of companies.

The company split away in 2000 when it became its own standalone company. A great deal of funding was secured during this time by Arkady Volozh who masterminded the split. This funding would help ensure the continual growth of the website.

In 2000 a system was put in place called Yandex.Direct, which works in pretty much the same way to Google AdWords. This system allows almost anyone to place their text ads on the Yandex.Ru website, which helped secure a great deal of revenue for the company.

In 2005 the company expanded outside of Russia and set up operations in the Ukraine. Now the company also has offices in Kazakhstan and Belarus.

In 2008 the company opened the School of Data Analysis. The intention of this school was to recruit people to start learning about how to develop search engine systems. This has helped Yandex secure some fantastic new talent and remain innovative.

The Yandex.Ru website took a turn for the better with the release of MatrixNet, this new search algorithm really helped refine the results that were returned every time a user entered a search. The results are now more precise than they have ever been, this helped to further intensify the company as the leading search provider in Russia. The company went public in 2011

with the ticker symbol YNDX. In 2011 the company began operating in its first country that doesn't speak Russian, and that is Turkey.



2nd place: Google - 34.2% (basic search + search by pictures)



3rd place: Поиск Mail.ru - 9.4%



4rd place: Rambler - 1.2%



FIGURE 6. *Marketing in Internet in Russia: Search machines*

(http://library.vadimstepanov.ru/s_engine.htm, 2012, Вадим Степанов)

7.3 Ways to advertise online shop:

Method №1 - search promote optimization online store:

This promotion online store is in search engines. It is recommended to use this advertising if your client knows about your product and is already looking for it in the search engines.

There are 3 types of advertising in search engines:

□ Contextual advertising

Contextual advertising - this is a text ad in search engines (such as Yandex, Google.ru, Mail.ru, Rambler.ru), as well as on the sites of their partners.

(AvenueSoft.ru, company, 2013)

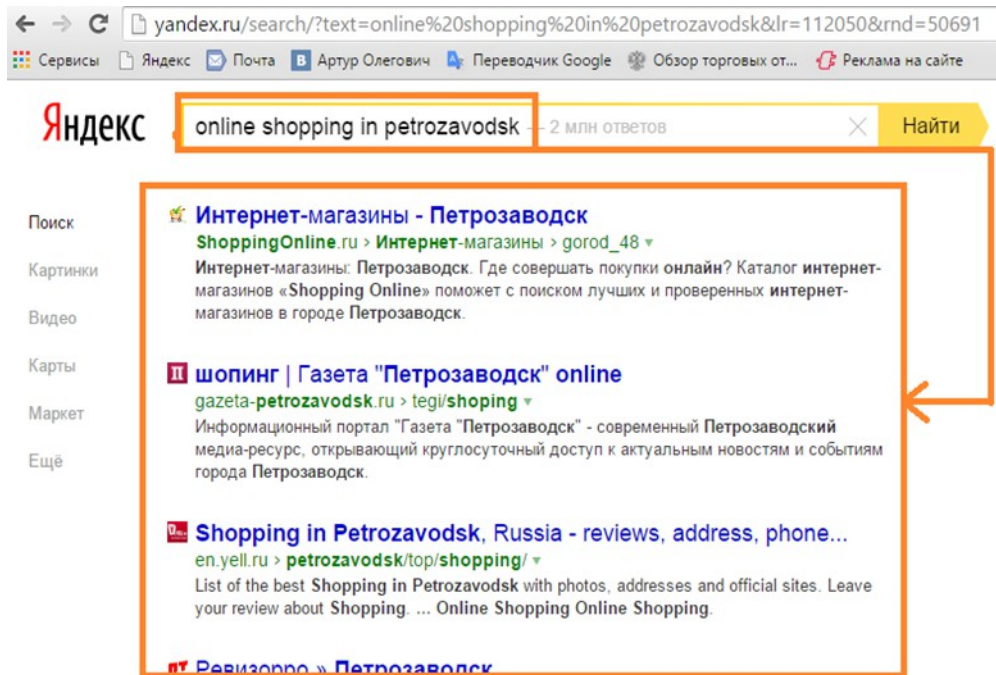


FIGURE 7. Advertising: Contextual advertising
(AvenueSoft.ru, company, 2013)

The advantages of this advertising:

1. An immediate effect - you create an advertise, pay, and just 1-2 days your ad is shown to all interested users;
2. Filtering - you can set to show ads only to those areas in which you work or your office down to a specific city, you can limit the display to time and the most important thing for key phrases;
3. Board with you as an advertiser to be charged only for clicks - that is, money is deducted from your account only if the user went to your website with this announcement.

Cons:

You can select only one minus, such as cost per click if there is high competition. In this case, pay per click may be too high and unfavorable for you. Many believe that contextual advertising is much more search engine optimization.

(AvenueSoft.ru, company, 2013)

- SEO - promotion of the site in search engines

SEO - search engine optimization is an online store. Progress in this case is that your site on certain key demands taking the leading positions in the search results (for example, in the top ten).

Pros:

1. With the right promotion this method will cost you less than contextual advertising, of course, subject to long-term promotion (when it is not a one-time promotion);
2. Part of the audience give preference search issue trusted to these results more than contextual ads;
3. In this type of promotion you do not pay for clicks in search results you can click any number of times, you only spend some money on optimization

Cons:

1. The period of achievement. Who is concluded approximately 3-4 months is required (so say many SEO-companies), but if your site is new, and even more);
2. The risk of failure - to guarantee you the top 10 cannot be any one contractor so that the output is influenced by a number of factors:
3. Optimization of your competitors (think for yourself, if at least 11 sites involved in search engine optimization in one city for a particular key phrase, it is obvious that at least one will be left out of the first page);
4. Search engine algorithm, which can easily change without notice;
5. A change of key phrases or addition (for example, you started selling new products) usually it takes the same time as the conclusion.

(AvenueSoft.ru, company, 2013)

Media-contextual banner

It combines the advantages of contextual and display advertising. A useful this kind of promotion can be when you want to increase the popularity of the brand, to achieve a stable association with the same theme with your brand or an advertising campaign for the target audience. This banner, as well as advertisements displayed in response to user search queries, and when you click on it, they go to your website.

(AvenueSoft.ru, company, 2013)

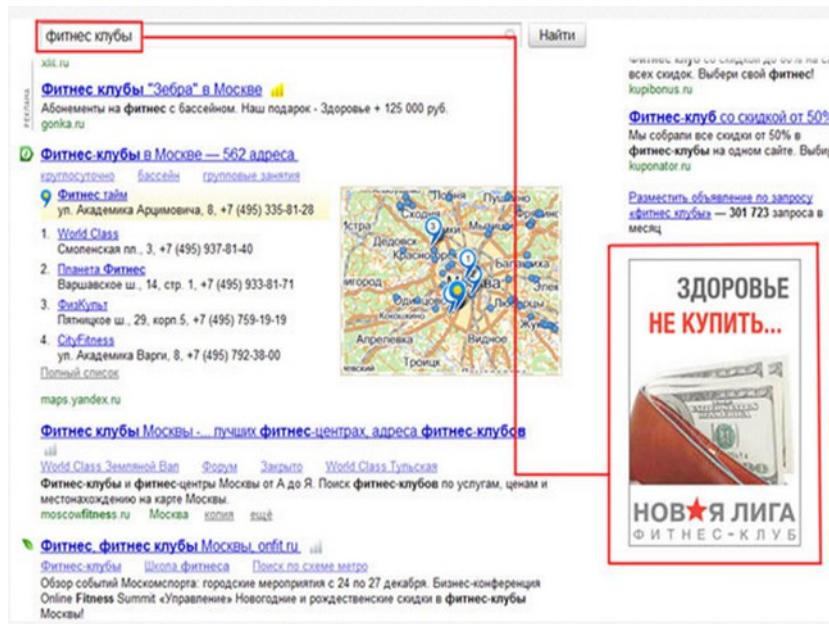


FIGURE 8. Advertising: Media-contextual banner

(AvenueSoft.ru, company, 2013)

Pros:

1. Banner can be bright, creative, dynamic;
2. Media-contextual banner is the only banner ads on the search results page, which is what sets it against other announcements;
3. You can customize display advertising banner for a specific region;
4. You can limit the media-contextual banner number of times a single user;
5. You can specify your company contact details, e.g. phone number, which is prohibited in contextual advertising.

Cons:

1. The payment by this method of promotion online store are charged for impressions and guarantee a transition to your site this type of advertising cannot be;
2. Forecast budget is problematic (you can get 10,000 hits, but they can be spent like 2 weeks and in the month)

(AvenueSoft.ru, company, 2013)

Method №2 - advancement through the system of search and selection of goods

Product area - this is area, which are used to select and compare products.

The most common site: <http://market.yandex.ru>, <http://torg.mail.ru>,

<http://price.ru>, <http://tyndex.ru>, <http://gorbushka.ru>, <http://yourmart.ru>, <http://moymarket.ru> and etc.

As a rule, you pay per click visitors to your website, although it is possible to place the goods at a fixed price. One of the advantages of such a promotion of an online store is that the sites are posted on these sites; users are quite loyal and show them more confidence.


(AvenueSoft.ru, company, 2013)

Сотовые телефоны / Apple


Apple iPhone 4 32Gb

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27 890 руб., в наличии в [E-pou.ru](#) ★★☆☆☆ 1 отзыв [написать отзыв](#)
 Доставка: в г. Казань — бесплатно, возможен самовывоз
 Apple iPhone 4 32 Gb
[Казань, Яшь Кыч. д. 6](#) Все предложения магазина 2



[коммуникатор Apple iPhone 4 32Gb White MC606RR/A](#)
32 990 руб., на заказ в [ULMART.ru](#) [новый магазин](#) 8 отзывов [написать отзыв](#)
 Доставка: в г. Казань — 100 руб., возможен самовывоз
 Гарантия производителя.
 Тип: Смартфоны Тип корпуса: Моноблок Поддерживаемые стандарты сотовой связи: GSM/EDGE, GSM 850/900/1800/1900, UMTS/HSDPA/HSUPA... [ещё](#)
[Казань, улица Пушкина, д. 17](#) [все адреса](#)



[Сотовый телефон Apple iPhone 4 32 GB White \(Белый\)](#)
27 950 руб., в наличии в [ФотоКам.ru](#) ★★★★★ 6 отзывов [написать отзыв](#)
 Доставка: в г. Казань — 300 руб., возможен самовывоз
 Поддержка всех сим-карт! Официально обновляемая версия!
[Казань, Спартаковская, д. 2, стр. А, офис «ТЦ Караван», офис 355](#) Все предложения магазина 2

FIGURE 9. Advertising: selection of goods

(AvenueSoft.ru, company, 2013)

Method №3 - advertising in thematic and regional resources

For some products the process can be less effective, especially in cases where the demand for the product is not yet formed. If your consumer goods at a good price, and you work only in the city, you can advertise in the local regional portal, where many residents of your city regularly visit the resource to read or to discuss local news and issues.

(AvenueSoft.ru, company, 2013)

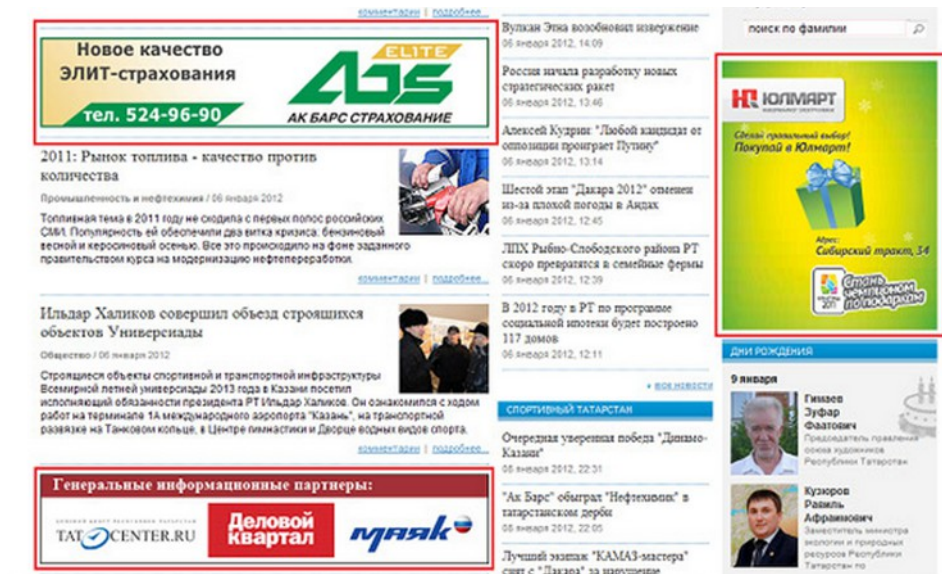


FIGURE 10. Advertising: thematic and regional resources
(AvenueSoft.ru, company, 2013)

A platform for this kind of promotion can be different blogs, specialized forums, city and regional portals and electronic media.

(AvenueSoft.ru, company, 2013)

Method №4 - promotion of social networks

A huge part of the Internet audience today spends their time in social networks. And many people use them not only as a resource for entertainment and communication, but also as a source for information. They subscribe to various news media and thematic groups. Social networking is as a specialized slice of the Internet with their special world. It also has news, blogs, forums, communities.

1. Group - you can build your group, fill it with your goods, details of the benefits of the goods of your scheme of work and invite her audience. How to promote your group, for example, VKontakte (the most popular social network today)
2. Aggressive. You can use search to find your target audience and offer their goods through private messages.
3. Advertisement. Advertising in social networks is the most flexibility to customize because social networks know about their users much more than search engines. They know almost everything that allows you to clearly identify your target audience from all over the crowd. But do not expect better successful. Today indicator of demand for ads on social networks is in times

less than in the search engines. This is due to the fact that most users simply do not notice it, because the study focused on the core content of the social network (page other users, photos, audio and video files).

Method №5 - promote e-shop through the site "coupons"

If you have a product, which you can make a good discount, it is necessary to consider the way to promote an online store. Typically, coupons take from 20% to 50% of turnover. What do you get? Firstly, it allows you to quickly declare your online store a wide audience. Second, it allows you to quickly assemble a base of potential customers, which subsequently can send your other attractive offers directly. You can regularly use the services of such sites. Their large number of, here are some of them: <http://biglion.ru>, <http://kupikupon.ru>, <http://groupon.ru>, <http://vigoda.ru> and etc.

Method №6 - promotion through partnership programs

The partnership can also be mutual, and when you and your partner each other recommended its clients. In this case, this cooperation you can do for free.

Method №7 - Specialized e-mail newsletter

Here we are not in any way mean standard spam submissions. Just think, we could be a resource base of e-mail addresses of your potential customers, those who are in need of your products.

Method №8 - non-standard advertising

Here we cannot give specific advice. In fact, all individually and depends on your product, target audience, your relationships / opportunities and your competitive advantage. Think about where else can your target audience, and how best to offer her your product. You can go on the road bright and PR people try to remember an unusual, creative advertising, but how it will affect your sales remains questionable.

(AvenueSoft.ru, company, 2013)

Traditional methods of advertising in Petrozavodsk:

1) TV in Petrozavodsk

Petrozavodsk Population: 270,600 people

The population of Karelia: 687,500 people

Coverage of the republic of Karelia broadcasting channels:

Channel 1 Russia - 98.4% of the population

The first channel - 99% of the population

Culture TV Channel Russia - 70.7% of the population

Russian TV Channel 2 - 38.8% of the population

CTC - 36% of the population

REN TV - 45% of the population

The exact scope of an audience of television advertising, broadcasting from Petrozavodsk, depending on the channel

The exact scope of the regional population advertising, broadcasting directly from Petrozavodsk, specify the corresponding pages television service Media SM. Radius broadcast advertising depends on the power of the transmitter channel and the height of its placement on the mast RTRS. For a single channel can vary from 30 to 120 km or from 294,300 people to 353,000 people to broadcast directly from Petrozavodsk. When you are planning advertising on television in the regions of this factor is very large weight in the calculation of the cost of single contact with the advertising, as well as in assessing the need for communication with the population of the surrounding areas.

2) Radio in Petrozavodsk

The price is:

Information 2500 rub

Promo 4500 rub

5 different radio waves: «Русское радио», «Наше радио», «Милицейская волна», «Авто радио», «Максимум».

Accommodation and prices

radio station	«Русское радио»	«Авто радио»	«Максимум»	«Милицейская волна»	«Наше радио»
Price, rubbles. *	580	580	470	430	400
50 or more rentals per month			-5%		
100 or more rentals per month			-10%		
150 и более			-20%		

прокатов в месяц					
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*The cost of placing a standard video up to 30 seconds.

(Media Group "OnegoMedia" in Petrozavodsk,

http://onegomedia.ru/reklama_na_radio/)

3) Affiliate marketing

In Petrozavodsk a lot of different companies, that can advertise the webstore. For example mobile operators like "MTC", "Beeline", "Megafon", "Tele2" and so on.

Also a lot of different banks in Petrozavodsk can help to advertise, for example, "Sberbank", "Trast", "OTPbank" and others.

4) In Russia very popular the site RuTube (Russian version of Youtube)

Rutube - one of the leading Russian Internet companies. It unites Russia's largest video portal platform and distribution of media content. Monthly videos on www.rutube.ru worldwide are watching more than 30 million unique users, which accounted for more than 168 million views.

Here is the process how to create advertising on Rutube

<http://dmonsters.ru/offers/adv-video-dmonsters.ru.pdf>

5) Vkontakte

Vkontakte is the largest European social network. Using extensive advertising opportunities Vkontakte, you get access to an audience of more than 170 million users.

3 types of advertising: targeted ads, advertising in the records of the community, special offers in games.

(vk.com, © 2015)

8 RESULTS

As the result we have got that opening online store in Russia can be very profitable, successful and useful project. Nowadays purchase through the online store more and more popular.

The research was supported with theoretical background. Its main topics were market analysis, customer service, customer relationship management and customer satisfaction. Theoretical topics were specifically selected to reflect the purpose of the research. Some questions and statistics I will try to solve with the help by interview. I used the most popular social site in Russia – “Vkontakte”. And I asked users of different ages, about what kind of products they want to order from Finland.

We compared the culture and environmental of the two countries and indeed predicted a high demand for the sale of products from Finland to Russia. We have identified goods that Russian wants to buy. Analysing the answers to my questions and running online stores in Russia and Petrozavodsk we found that most of the demand for technical equipment, cosmetics, clothing, tires and so on.

One of the most important pieces was to review Russian laws on the purchase and sale through the Internet. We discussed the issues concerning the process of returning the goods, the payment method, product safety, talked about standards, taxes, and etc.

We told about marketing area in Internet in Russia. What are the most popular search machines in Russia, how to create an advertisement on online pages and so on.

As a result, we have done everything that has been planned. I very much hope that my thesis was useful and perhaps help in the development of online shops.

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APPENDIX 1

Questionnaire part

What kind of products potential buyers want to order from Finland online store to Russia, Petrozavodsk.

I asked the audience of 18 to 45 years in popular social site "Vkontakte".

The questions were:

1) What is your gender?

Male

Female

2) How old are you?

20 - 30

31 – 40

40-50

51 +

3) Have you made purchases through the online shop earlier?

Yes

No

4) Would you like to buy products from Finland?

Yes

No

5) What kind of products do you want to buy?

Thank you for your opinion!

Then I counted votes and statistics Percentage showed what kind of goods the Russians would like to buy from Finland.

