

**Viktorija Seelich**

***Market Analysis on the Russian Market:  
From the Perspective of a German Company Producing Acrylic  
Glass or Polycarbonate and Consider to Enter the Russian  
E-Commerce Marketplace***

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*For my  
friend Gagan Deep Singh  
and my daughter Lilija*



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## List of Abbreviations

ASEAN	The Association of Southeast Asian Nations
AFTA	The African Free Trade Area
BCG	Boston Consulting Group
BRIC	Brazil, Russia, India and China
B2B	Business to Business
B2C	Business-to-Customer
CAGE	Culture, Administration, Geography and Economy
CIS	Commonwealth of Independent States
EDI	Electronic Data Interchange
EMS	Express Mail Service
EU	European Union
EZT	Elektronischer Zolltarif
FDI	Foreign Direct Investment
FLE	Foreign Legal Entity
FOM	Фонд Общественное Мнение = Fund of Public Opinion
GDP	Gross Domestic Product
GLOBE	Global Leadership and Organizational Effectiveness Research Program
HQS	Highly Qualified Specialist
HRM	Human Resource Management
IDV	Individualism versus Collectivism
IMF	The International Monetary Fund
IVR	Indulgence versus Restraint
JSC	Joint Stock Companies
JV	Joint Ventures
LLC	Limited Liability Company
Ltd.	Limited
LTO	Long Term Orientation

## List of Abbreviations

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M&A	Mergers and Acquisitions
MADB	Market Access Database
MAS	Masculinity
MERCOSUR	The Southern Common Market
MNC	Multinational Companies
NAFTA	The North American Free Trade Agreement
OAQ	Open Joint-Stock Company
OECD	Organization for Economic Co-operation and Development
OSEC	Office Suisse d' Expansion Commerciale
PDI	Power Distance Index
PESTEL	Political, Economical, Social, Technological, Environmental and Legal
PET	Polyethylene Terephthalate
PETG	Polyethylene Terephthalate Glycol
PMMA	Polymethyl-Methacrylate
PVC	Polyvinyl Chloride
RO	Representative Office
SEO	Search Engine Optimization
SMS	Short Message Service
SWOT	Strengths, Weaknesses, Opportunities and Threats
UAI	Uncertainty Avoidance Index
VAT	Value Added Tax
WTO	World Trade Organization
WOS	Whole Owned Subsidiary