

Bartering

Bartering is the practice of two parties exchanging products or services for resell or that are mutual benefit to each other. This is a legal transaction that does not include the exchange of money.

Advantages of bartering:

- You may be able to afford products or services that you need without having to pay for them
- eCommerce has made bartering easier
- This can be one of your first sales or an opportunity to test new products/services

Disadvantages of bartering:

- Not everyone is willing to barter
- It can be difficult to find another party who wants what you are offering and who has what you need
- As money is not used, sometimes the quality of a bartered offering can be less

TIP: Have a bartering policy.



Business Solver Modules:

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- ❖ Negotiating
- ❖ Find Good Suppliers & Partners

