**International Logistics**

**Internal Assignment Applicable for June 2020 Examination**

**1. A food and nutrition company FNC foods is having operations in Russia. The company is exploring international opportunities for which they have orders for their products in the UAE countries. Explain the strategic approach of the company for successful order execution and brand building activities with the customers internationally**.

**Answer**: The companies intending to go international have to carefully consider demographic, social, cultural, technology and global factors in the context of host country for the right planning of marketing strategy.

**Strategic approach**

The exporter should write a simple letter to the overseas buyer acknowledging the receipt of the export order and stating that the confirmation of the same would be sent soon. It may be mentioned here that

**2. The company is into chemical manufacturing and exploring opportunities outside India by launching its products across the most potential and growing European countries. What is the approach strategy that the company would employ for the successful identification of markets and launch? Select a country of your choice in Europe, analyze and suggest logistics and SCM strategies which can enhance the service quality with on time availability and generating good market share of the company**.

**Answer**: Global trade enables developed countries to use their resources including capital, technology and labour more proficiently. Countries which are rich in a particular natural resource or have sophisticated technology may produce products more efficiently and then sell them at a lower price in other countries. Therefore, countries which do not have the resource or technology can procure the goods from those countries that can manufacture the goods. In addition to providing increased efficiency, global trade also enables countries to participate in boosting the

**3. A food company named Kakrawala Foods is in the Indian market for about past 20 years. The company had gained reputation and brand identity in the domestic market by serving various flavors targeting the youth segment. It has orders from a reseller in USA to market the products in USA. The order types differ as per seasons ranging from FCL to LCL.**

**a. Work out a logistics plan and routes how it must ship the products and what elements of quality aspects are to be taken care and considered while doing so like containers and packaging.**

**b. What kind of production planning and pricing patterns it need to implement as the product is shipped to a reseller and the supply chain strategies to be followed?**

**Answer**: a) **Various routes which can be used to ship the products**

**Water transportation**: Water transportation is a very important means of transportation. The products that are transported through water mainly consist of coal, petroleum, grains and cereals and iron ore. The speed of such transportation mode is slow and is rendered slower when ice or flood waters

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