**International logistics**

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**1. A pharmaceuticals company Dexter pharma is based in India and is a developing brand. The company is exploring international opportunities for which they have orders for their products in the European countries. Explain the strategic approach related to international logistics and supply chain for successful order execution, processes followed and building a strong reputation in the market**

**Answer**: The companies intending to go international have to carefully consider demographic, social, cultural, political, legal, macro-economic, technology and global factors in the context of host country for the right planning ofmarketing strategy. There are certain constraints in international marketing like the inability to face competition in the host country, lack of financial resources, requisite manpower and difficulties in understanding consumer behaviour.

**Strategic approach for successful order execution**

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 acknowledgement is different from confirmation.

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**2. The company named Healthy foods is into confectionary business focusing on sugar free products. The company want to set up the business outside India by launching its products in potential Australia. What is the approach strategy that the company would employ for the successful product launch? Develop an entry plan and analyze the right 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 economy of other countries. For example, Foreign Direct Investment (FDI) is the

**3. A passenger car company is a strong brand from Japan. The company is in the domestic Indian market and has gained good brand recognition by its innovative designs and multiple brands and variants being offered. It has orders from Russia and the exporting of the cars will be from India manufacturing plant. The order quantities differ as per variants and brands.**

**a. Work out a logistics plan and routes how it must ship the products and what elements of importance it should consider while doing so like containers and packaging.**

**b. What kind of production planning and pricing patterns it need to implement 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 disturb the route. Also, weather is a serious threat. Hence, the organisationsthat depend on water transport are required to maintain large quantities of inventories at their disposal to fight unpredictable problems caused by the weather.

**Air transportation**: Transportation of goods by air has not been as popular as passenger aircraft. Air transportation is very fast but the freight rates are quite high, owing to which organisations do not prefer this mode unless there is an urgency of delivery. Passenger airplanes are capable of carrying large amount of cargo beneath the passenger compartments. There are certain jet planes that have dual functions. However; organisations usually go for some less expensive means of Its sample only

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