**india forign trade**

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**1. One of the well-established private Indian company decides to go for geographical expansion, they go for expansion through entering foreign market/s (Exports) however; they will do complete risk analysis of the target market, what are these essential risk analysis need to be done and why?**

**Answer**: Globalisation has impacted international marketing in a big way. Globalisation of markets refers to the gradual integration and growing interdependence of national economies. Globalisation allows firms to view the world as an integrated marketplace, and this has reduced the cost and nature of operations of international firms. Globalisation has intensified the competition, raising the global standards of quality. It has also increased the demands for advanced technology and innovation along with the value of customer satisfaction.

Companies often resort to expansions into the international markets when the domestic markets get saturated. This is more relevant for companies producing specific products with high technological intensity such as aircraft,

**2. Export Promotion Councils set-up by Ministry of Commerce, government of India are very beneficial to MSME , explain how many different EPC’s are there and pick any one EPC’s from any one segment, explain how they function and how they help the MSME’s**

**Answer**: Exports are vital to a developing economy as the capacity to import is limited by the capacity to export because finally imports have to be paid for by exports. The growing industrialization of a developing country necessitates increasing imports because of high income elasticity of demand for imports and the increasing demand associated with industrialization and it is in this context that economic growth becomes dependent on the rate at which exports can be expanded.

**Export Promotion Councils**

In India there are 19 Export Promotion Councils managing the following products: Apparels; Basic Chemicals; Pharmaceuticals and Cosmetics Chemicals and Allied Products; Carpet; Cashew; Cotton Textiles; Electronics and Computer Software; Engineering; Gems and Jewellery; Handicrafts; Handlooms; Leather

**3. Well-established Indian Biotech manufacturing company engaged in manufacturing of Human healthcare biotech products and Biotech based Agro products:**

**a. What are your recommendations to this company prior to entering overseas market with their biotech products for human?**

**b. Work out a market entry strategy for overseas market for their Biotech based Agro products**.

**Answer**: a) The legal and regulatory environment is the result of a particular political system. It plays a pivotal role in the growth of a country’s economy. This environment provides a framework that enables the development of sustainable markets, facilitates monitoring and enforcement of rules and ensures investor protection.

Every country has its own legal forms of organizations to deal with business. The internationally active companies find themselves in a situation where they have to conform to more than one legal system. Although this is complex enough, the difficulty of determining which laws apply in different cases adds further to an already complex environment. There are specific legal requirements covering certain aspects of international marketing for the consideration at the corporate level. There Its sample only

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