**India Foreign Trade (IFT)**

**September 2021 Examination**

**Scenario:**

**Mr. Bhaskar who was working with Star Trading House for more than five years post his post-graduation in International Business, who had hands on experience in all departments of this Start Trading house. This Star Trading House involved in Export and Import of various products which includes Pharmaceutical Chemicals, Dyes, Commodities like coffee, Tea, Cashew kernels, Perishable products like fish, meat, Vegetables like Potato, Onion, Tomato, Auto parts, etc. Their annual turnover is more than Rs 500 Cr. One day Mr. Bhaskar decides to start his own start-up Export Trading Company and to become independent Export Trading Company along with his two experienced colleagues from Finance and Regulatory. If you are their International Business consultant what are your recommendations for this new start-up:**

**1. What will be nature of Start-up Export Trading Company, will it be Partnership, Private Limited discusses the pros & cons what are the documents required to make an application to obtain Export & Import License? (10 Marks)**

**Answer:**

**Introduction:**

Mr. Bhaskar is looking to form a Start-up Export Trading Company with two of his finance and regulatory colleagues who have years of experience. It follows that the new company will have three members, and as a result, the company's nature will be Partnership.

An organization in which two or more parties come together in a formal arrangement for the management and operation of a business. They share in the profits, are known as a partnership

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**2. What are your recommendations for target market and product segment exploration to work out manufacturers and logistics? (10 Marks)**

**Answer:**

**Introduction:**

**Target Market:**An organization's target market is a group of potential customers toward whom it wishes to direct its marketing strategies and sell its products and services. An organization's target market is not the entire market; instead, it is a segment of the firm's market to sell goods and services. It is a target market when consumers who make up that market share purchasing characteristics such as income, demographics, purchasing power, purchasing location, etc. An

**3.**

**a. How do you work on target market distributor selection? (5 Marks)**

**Answer:**

**Introduction:**

A distributor for an organization is an individual or an entity who purchases products or product lines on behalf of the organization. These distributors sell these products directly to the end-users who buy them. In addition to providing warranty services and technical support, these distributors also offer various financial services to their customers. To put it another way, a

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**b. Do you recommend membership of Export Promotion Council and explain how will be beneficial especially to Start-up Export Trading Company? (5 Marks)**

**Answer:**

**Introduction:**

EPC stood for Export Promotion Council and was established by the Government of India to assist export companies by providing them with various services, including access to the international market, increasing India's total exports through a variety of activities, and promoting