**India’s Foreign Trade**

# **April 2022 Examination**

# **Scenario:**

# **Domestically well-established readymade garments manufacturing Indian company decides to go for geographical expansion through Foreign Trade into western countries like USA and European Union. If you are a head of their International business, your task will be to establish the new company as well as their readymade brand in the above-mentioned market/s**

# **Question 1. Discuss on Market identification process with respect to readymade garments considering any one country either USA or any one European country. You need to discuss on regulatory requirements, market survey (both secondary and Primary) major non-tariff barrier and competition. (10 Marks)**

**Ans 1.**

## **Introduction**

When starting a readymade clothes enterprise, the primary and foremost undertaking is to pick out your target market. The market identification process entails determining why humans would purchase from you, segmenting the marketplace based on demographics and different elements, and then figuring out the most worthwhile sectors to encompass for your goal market. It enables you to create a more effective advertising and marketing blend that expands your reach and profitability. This process can seem daunting, but it doesn't have to be. by using following a few Its Half solved only

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# **Question 2. Once you have finalized on the target market how do you plan to work out the market entry strategy for the chosen target market. (10 Marks)**

## **Ans 2.**

## **Introduction**

While expanding a business into new markets, its miles crucial to pick the goal market cautiously and execute a powerful market entry strategy. The first step is to recognize what makes a terrific target market. The end client to whom the corporation wishes to sell its merchandise is called the target market. To grow market percentage, goal marketing involves segmenting the entire marketplace into multiple classes and developing marketing techniques for each phase. Each consumer requires each product. Before any company executes a strategy, it must first pick out a

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# **Question 3(A). Explain what EPC is and how EPC can help your organisation establishing & promoting your company overseas. (5 Marks)**

## **Ans 3a.**

## **Introduction**

Export promotion councils are a critical interface between the enterprise and the authorities. EPCs expand services to exporters, including records, steerage, and help with export processes. They play a critical position in worldwide trade and assist in promoting Indian exports all around

**Question 3 (B). Give your opinion on considering going for OEM based business as add on to your brands to manufacture for well-known international brands by your company (5 Marks)**

**Ans 3b.**

**Introduction**

An authentic system producer (OEM) is a business enterprise that makes products utilized in other corporations' stop products. For example, Apple Inc., the laptop and electronics massive, uses third-party providers to make elements for its iPhones and other gadgets. It takes a lot of