**International Logistics and Supply Chain Management**

**April 2022**

**Q1. A multinational consumer electronics company is planning its foray into Indian market and has forecast strong demand for its range of smart TVs. Help the company in its supply chain planning & suggest a supply chain strategy for its Indian foray**

**ANS 1**.

**INTRODUCTION**:

Customers are increasingly demanding, very difficult to keep and costly to replace. Companies face intense competition from traditional powerhouses (current competitors) and new players (potential competitors), and must continue to find new revenue opportunities and new way to increase efficiencies in terms of reducing cost. Today more than ever, businesses depend on strategic relations with their customers and suppliers in terms of providing services to create value systems that will enhance competitive edge for all sides in the market. In effect, there is a

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**2. Explain the various factors to be considered while planning the logistics of an Indian tire manufacturing company that is embarking on its international journey beginning with tire exports to US, UK, Germany, France & Italy. Given the logistical requirements, which of these countries would you recommend the Indian manufacturer to start off with? Explain the appropriate choice of logistics strategy (in-house / 3PL / 4PL etc.) for your recommended market/s. (10 Marks)**

**ANS 2.**

**INTRODUCTION:**

Factors driving logistics in the twenty-first century are focused on companies striving to become more competitive and providing customers with added value in the supply chain. It is more complex and more demanding in a global market environment in comparison with a local domestic market whereby the logistic operator is usually very familiar with the marketplace and its constraints and opportunities.

**3. An Australian chain of specialty super-stores has traditionally sourced its products from within Australia. With increasing competition & consumer awareness, the chain wants to source & sell innovative products that would be unique for its Australian customers. It has identified China & South Korea as two potential sources of such products that can be marketed through its stores across Australia.**

**a. Given that until now all the procurement was done domestically, what are some of the factors that the chain must consider while contemplating procurement from China or South Korea? How can the chain best facilitate such procurement on an on-going basis?**

**(5 Marks)**

**b. What role will government agencies have in this process? Explain the related procedural aspects that the company will now have to additionally handle for such procurement. (5 Marks)**

**ANS 3(A).**

**INRODUCTION:**

North American jurisdictions, tobacco products comprise the greatest portion of gross sales at convenience stores, between 25% and 35% Varying degrees of food and grocery supplies are usually available, from household products to prepackaged foods like sandwiches and frozen burritos. Automobile-related items-such as motor oil, maps and car kits-may be sold. Often toiletries and other hygiene products are stocked, as well as sanitary products

**3 (B).**

**Government agencies :** India is emerging as a major destination for investments from non-Indian automobile and auto component multinational companies (MNCs). Global automobile manufacturers are streamlining their business processes by outsourcing non-core activities to lower cost countries like India. Cost is not the only consideration, but also the availability of skills in process, product and capital engineering. The basic cost of a car is likely to remain