**India's Foreign Trade**

**December 2022 Examination**

**Scenario**

**Domestically well-established colour cosmetic brand called “DREAMZ SHADES” (DS) which is an Indian MSME company called Indo Colour Cosmetics Pvt Ltd (ICC), decides to go for geographical expansion through Foreign Trade into Indochina countries like Vietnam, Cambodia, and Laos. If you are a head of their International business with ICC, your task will be to establish the company as well as their colour cosmetic brands in the above-mentioned market/s**

**1. Discuss on Market identification process with respect to colour cosmetics considering any one country from the above-mentioned couturiers. You need to discuss regulatory requirements, and how you plan to proceed with a market survey (both secondary and Primary) of major non-tariff barriers and competition.** **(10 Marks)**

**Introduction:**

The beauty industry is financially widespread and properly established, but it is not impervious to trade. To compete with an expanding pool of firms in this area, brands that sell beauty and cosmetics products and services must perform beauty market studies. Skincare developments, customer spending, emerging skincare and splendor gadgets, profiles of gift and prospective clients, brand pictures, potential regions for expansion into new markets, consumer alternatives for clean cosmetics, and color palette preferences are all supplied by beauty market research.

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

**Introduction:**

Businesses can provide their products in overseas markets with a variety of strategies. The best method will be determined using the company, its products, marketing surroundings, research results, and advertising Plan. Exporting is the act of selling goods and services at once abroad and is the most well-known and risk-free strategy for coming into an overseas market. It can additionally be much less steeply priced because you may no longer want to invest in production

**3. a. Export Promotion Council (EPC) plays a key role in helping the exporters, especially MSEME. Do you think you as head of International business go for their membership, and what is the prospective for the organization from EPC membership? (5 Marks)**

**Introduction:**

Export promotion Councils are government-established organizations that promote and assist export businesses in expanding their foreign places' trade and presence by giving technical and business insights. Furthermore, EPCs sell authorities initiatives; serve as an information storage