**INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**December 2022 Examination**

# 

# 1. Considering the various supply chain planning factors, suggest an appropriate supply chain strategy for a foreign manufacturer of branded luxury watches to enter the Indian market. (10 Marks)

# Ans 1.

# Introduction

Regardless of the global financial freeze, the global wastage market's size is approximately around $2 trillion. The BRICS markets, especially China and India, as opposed to Brazil and Russia, have remained in the spotlight for years. China's luxury marketers have encountered numerous troubles in the last year related to using luxury products, administrative issues and taxes frameworks, financial factors, and a severe crackdown on philanthropic companies. Did. Shops where brands of all groups have hurried to open, have started to close. The global

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# 2. SML Enterprises, a contract manufacturer of perfumes & deodorants for a large brand of perfumes & deodorants, is planning to launch its own brand of perfumes & deodorants in the market. What will be the logistical requirements for the company’s foray into distribution of its branded products? Explain an appropriate choice of logistics outsourcing strategy for the company. (10 Marks)

# Ans 2.

# Introduction

The diverse missions of individual firms have led companies to consider the essential task of strategic branch network tasks. Each department has human capital, board, business, and creativity, representing the focus of cash. The data advancement sector has found a method to make adjusted factors an essential part of the online business globe. Strategic management is now a core expertise resource and is more involved in improving and attaining considerable advantages

# 3. A large chain of gift shops has traditionally procured all its supplies of gift items & souvenirs from domestic manufacturers. With increasing competition from e-commerce companies, the chain is now looking to refresh its portfolio of products and wants to provide its customers the best of the products from across the globe.

# a. How can the company facilitate procurement from different sources across the globe? Suggest potential countries where the company can consider setting up some form of its operations for the same, and explain the form of operations & its benefit to the company. (5 Marks)

# Ans 3a.

# Introduction

Global competition supplies considerably reduce most items' life processes, and no more extended permit organizations to take on a multi-polar, country-by-country approach to global business. If a company, after promoting a different product, took a country-by-country course to handle unidentified market flows, a competitor with global standing would outshine

# b. What will be additional burden on the company in terms of requirements & the procedures to be followed for importing the products in India? (5 Marks)

# Ans 3b.

# Introduction

Import and commodity training strategies frequently include pre-delivery authorization and consistency of products, sorting goods for transportation and storage space after dumping, getting responsibility exemptions, and paying charges before items arrive. Boost. Enables