**India's Foreign Trade**

**June 2023 Examination**

**1. Discuss on Market identification process with respect to Indo Craft brands considering any one country from European Union. You need to discuss on regulatory requirements, how do you plan to proceed with a market survey and major non-tariff barrier and competition**

**Ans:**

**Introduction:**

India is known for its wealthy cultural heritage, various traditions, and unique craft products. The Indian handicraft industry has substantially contributed to the country's economy and employs hundreds of thousands. The world has an extensive range of products, including textiles, pottery, rings, woodcraft, and many more. With the increasing call for global Indian handicrafts, the industry has tremendous potential for growth.

This project will discuss the marketplace identity manner regarding Indo-craft brands that

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**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**

**Ans:**

**Introduction:**

The market entry method is entering a brand-new marketplace with a clear plan and targets. Once the target market has been identified, developing a marketplace entry strategy that outlines how the business will input and operate in the new market is critical. This essay discusses the marketplace entry approach for a hypothetical Indo Craft emblem planning to enter the French marketplace.

**Concepts and application:**

**Market Segmentation:** the first step in developing a market entry method is figuring out and

**3. a. How big is the total market size of Handicrafts exports from India, and what are the regulatory requirements for Handicrafts product exports to EU countries?**

**Ans:**

**Introduction:**

Handicrafts are one of the significant export merchandise of India. The handicraft industry is essential for generating employment and foreign exchange earnings for the country. This essay will discuss the overall market size of handicrafts exports from India and the regulatory necessities for handicrafts product

**b. what is your suggestion to IC as Head of their international business; must they retain service provider exports in their manufacturers or discontinue merchant exports, provide your logical response in either manner.**

**Ans:**

**Introduction:**

As the head of the international business of Indo Craft (IC), comparing the effectiveness of the present-day method for exporting their brands is critical. In this essay, we can discuss whether IC should retain service provider exports in their brands or stop them and offer a