**International Logistics & Supply Chain Management**

**June 2023 Examination**

**Q1. An international nutraceutical company is eyeing the Indian market for its next expansion plan. While it has anticipated good demand for its range of products in categories like dietary supplements, probiotics, and prebiotics in India, it has yet not decided about importing these products from its existing manufacturing units outside India or setting up an Indian manufacturing unit. Help the company in its supply chain planning & suggest a supply chain strategy for its Indian foray. (10 marks)**

**Ans 1.**

**Introduction:**

The global market for nutraceuticals is increasing speedily. In developing nations like India, rising health and well-being cognizance drive the demand for nutraceuticals. From 2020 to 2025, the Indian nutraceuticals market is anticipated to expand at a CAGR of 20.5%. Now worth over USD 4 billion, the nutraceutical market in India is predicted to grow to USD 18 billion by using 2025. The growth in demand for nutraceuticals creates a significant potential for overseas businesses seeking to perform in India. To ensure smooth operations and the best degree of profitability, the supply chain must be deliberate and strategically prepared before

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**Q2. An Indian utensil manufacturer is embarking on an international expansion program by exporting to two countries, Bangladesh & Indonesia. Explain the various factors to be considered in planning the logistics for the exports expansion, and suggest the appropriate choice of logistics strategy (in-house / 3PL / 4PL etc.) for the same. (10 marks)**

**Ans 2.**

**Introduction:**

Globalization has created many opportunities for groups to expand their operations overseas. Expanding operations in overseas countries requires proper planning and execution of diverse sports, such as logistics. Logistics plays a crucial position in the international expansion of businesses, especially for manufacturers who export their products to different countries. This paper ambitions to talk about the various factors that need to be considered by an Indian utensil manufacturer planning to ship to 2 countries, Bangladesh and Indonesia. Additionally,

**Q3. An Indian manufacturer of home lighting products has been facing stiff competition in the market due to its higher cost of production which leads to its products being as priced higher than its competitors. The company is therefore exploring sourcing its products from China where several low-cost suppliers are based.**

**a. What factors must the company consider for procurement from China? How can it best facilitate its procurement on an on-going basis? (5 marks)**

**Ans 3a.**

**Introduction:**

Procurement is an essential function of any manufacturing company as it is accountable for sourcing raw materials, items, and offerings required to produce finished goods. Robust procurement can assist an enterprise in lessening costs, enhancing quality, and advantage a competitive advantage. In current years, China has emerged as a favored destination for

**b. Explain the role of government agencies in such procurement. What related procedural aspects will the company have to handle additionally for such procurement? (5 marks)**

**Ans 3b.**

**Introduction:**

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