**India's Foreign Trade**

**September 2023 Examination**

**Scenario ZEN AUTO COP (ZAC) which is an Indian Startup Auto components manufacturing company having well established brands of various auto components, who are already supplying their products to various Indian auto mobile companies engaged in manufacturing of cars, SUV’s and also for tucks. The company was looking for business expansion in terms of expanding their business geographically. If you are a head of their International business with ZEN, your task will be to establish their company as well as their auto components brands. (ZAC is going for the exports business for the first time)**

**Q1. Discuss how you go for Market identification process with respect to Auto components which market you prefer to enter first and why? How do you plan to proceed with a market survey? (10 Marks)**

**Ans :**

**Introduction:**

As the pinnacle of international business at ZEN Automobile COP (ZAC), my objective is to enlarge the organization's global presence and establish its car component brands in worldwide markets. ZAC is an Indian startup car additives manufacturing company with a strong presence in the home market, providing merchandise to diverse Indian car manufacturers. We're venturing into the international arena to faucet into new opportunities and boom our global footprint.

The selection to amplify the world over is a strategic circulate to diversify sales streams, mitigate dangers related to dependence on an unmarried market, and leverage the popularity

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**Q2. Once you have finalized on the target market how do you plan to work out the market entry strategy for the chosen target market. (10 Marks)**

**Ans :**

**Introduction:**

In the present-day fairly competitive international business panorama, figuring out the proper goal market is crucial for a hit market access strategy. Once the goal market has been finalized, the next step is to broaden a complete plan that ensures a smooth and a hit entry into that market. This plan must consider the unique characteristics of the chosen market, the employer's sources and abilities, and the aggressive dynamics at play. This paper will outline

**Q3. a. Prepare a dummy shipment documents like Proforma Invoice, Commercial Invoice, and Packing list for your company’s products. (5 Marks )**

**Ans :**

**Introduction:**

In today's interconnected and globalized world, global change has become an essential economic growth and improvement motive force. The clean go with the flow of products and services throughout borders is based heavily on the proper documentation and communication among buying and selling companions. One important thing about this

**b. Do you think the current PLI scheme (Production Linked Incentive) will ZEN benefit from this scheme? If yes give what kind of benefits ZEN will get. ( 5 Marks)**

**Ans:**

**Introduction:**

The manufacturing connected Incentive (PLI) scheme is a flagship initiative by way of the authorities of India to reinforce domestic manufacturing throughout diverse sectors. It was introduced to beautify India's competitiveness, appeal to investment, create employment possibilities, and decrease import dependency. The scheme gives financial incentives to companies based on their incremental manufacturing over a remarkable base of 12 months. on