**International Logistics & Supply Chain Management**

**September 2023 Examination**

**Q1. A foreign two-wheeler company is planning its foray into Indian the market starting with its range of electric two-wheelers. Given the excitement & the overall level of activity in this segment, the company has forecast strong demand for its products.**

**Help the company in its supply chain planning & suggest a supply chain strategy for its Indian foray. (10 marks)**

**Ans :**

**Introduction:**

The Indian market holds splendid potential for overseas two-wheeler organizations, specifically in the electric vehicle (EV) segment. With the growing cognizance of environmental concerns and the authorities' push for purifier mobility solutions, India's demand for electric-powered two-wheelers has witnessed a considerable surge in current years. This allows the foreign company to make its mark and capitalize on the growing interest and pleasure surrounding EVs.

Supply chain planning is essential in any business's achievement, mainly in the automotive

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**Q2. An Indian ice-cream brand has wants to expand to South-East Asian countries of Singapore, Indonesia, Malaysia & Philippines. Its choices for supplying to these markets include either setting up a central production facility (either in Malaysia or Indonesia) or exporting from its existing facility in India. Evaluate the logistics & supply chain requirements for both these options. What considerations must drive the logistics planning for this expansion? Based on these logistical considerations, would you recommend targeting all / some / one of these markets? Explain the most suitable choice of logistics strategy for your recommended market/s. (10 marks)**

**Ans :**

**Introduction:**

Because the Indian ice cream brand is considering increasing its business to South-East Asian countries, in particular Singapore, Indonesia, Malaysia, and the Philippines, it faces essential decisions regarding logistics and delivery chain strategies. The success of this expansion relies upon notably the efficiency and effectiveness of the chosen logistics technique. In this evaluation, we will examine two ability options: putting a primary manufacturing facility in Malaysia or Indonesia and exporting from the existing facility in India. We will analyze each

**Q3. An Indian retailer of fast fashion apparel has contracted with manufacturers in China, Bangladesh & India to supply to the Indian market.**

**a. Explain the appropriate choice of transportation mode for sourcing the apparel from the manufacturers based in each of these countries. (5 marks)**

**Ans :**

**Introduction:**

The globalization of the style enterprise has brought about enormous growth in sourcing speedy fashion clothing from numerous international locations. As an Indian store, sourcing from producers in China, Bangladesh, and India gives unique blessings and challenges. One crucial element of successful sourcing is selecting a transportation mode, which directly

**b. What are the warehousing requirements of the company and suggest the type of warehouse suitable for its needs. (5 marks)**

**Ans :**

**Introduction:**

Speedy fashion has grown to be a dominant force in the clothing industry, supplying the latest, less costly, and quick-produced clothing to fulfill clients' ever-changing needs. Because the Indian market embraces the short fashion trend, outlets are working to cope with their delivery chain to ensure timely shipping from global manufacturers. In this context, a