**Indian Foreign Trade**

**December 2023 Examination**

**Scenario:**

**Indian agriculture produce Start-up Company called Bharat Agro Tech (BAT) in collaboration with Israeli agriculture Tech Company having their agreement for Technology transfer with one-time payment for technology transfer.**

**BAT has 500 acres of land on 30 years lease in Nasik, Maharashtra. They have built in situ fresh agriculture produce Cleaning, Packing Cold store unit. They grow fresh vegetables like Red Onion, Cucumber, Carrot, Beetroot, Moringa, and Green Pepper in 200 acres land and 250 acres they grow fruits like Grapes (All varieties), Papaya and Pomegranate. In the remaining 50 acres they grow different varieties of Roses. They are having all the experts from the field of agriculture and Horticulture from India and Agro technology from Israel. Their agriculture produce is 100% Organic and for that they have certificate also. BAT is 100% export oriented Start-up Company, their focus is on exporting to GCC countries like Saudi Arabia, UAE, Oman, Qatar, Kuwait.**

**Q1. You can take any one country from above mentioned countries, discuss how you will move forward in finding market profile of identified market. You need to discuss on regulatory requirements of the target market, market survey (secondary) major non-tariff barrier and competition. (10 Marks)**

**Ans 1.**

**Introduction**

The globalization era has brought a surge in trade opportunities for businesses across borders. Bharat Agro Tech (BAT), a promising start-up anchored in India's fertile lands, has embarked on a mission to tap into the lucrative market of the Gulf Cooperation Council (GCC) countries. The amalgamation of organic farming with cutting-edge Israeli agro technology offers BAT a competitive edge. Given the impressive array of products - from vegetables and fruits to exquisite roses - BAT is poised to meet diverse demands. Targeting the GCC, particularly when organic produce is increasingly sought after, seems a strategic move. For this analysis, we will focus on the United Arab Emirates (UAE), a hub of economic activity

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**Q2. Please discuss on logistics, which is very important to ensure the product will be shipped on priority by air/sea. (10 Marks)**

**Ans 2.**

**Introduction**

In the realm of global trade, particularly for an export-oriented enterprise like Bharat Agro Tech (BAT), logistics doesn't just play a pivotal role – it often determines the success of the entire venture. Shipping agricultural produce, which includes perishables, demands a seamless, swift, and efficient logistics strategy. The choice between air and sea transportation, along with the inherent intricacies of each mode, significantly influences the freshness and quality of the products upon arrival, and subsequently, the brand's reputation in foreign markets. Ensuring priority in shipping is not solely about speed but encompasses a gamut of

**Q3 a) You need to discuss what are the benefits BAT will get it from the State & Central government keeping in mind it is 100% export oriented start-up company. (5 Marks)**

**Ans 3a.**

**Introduction**

Bharat Agro Tech (BAT) is poised to represent India's prowess in agricultural exports, collaborating with international entities and targeting global markets. Given its stature as a 100% export-oriented start-up, BAT stands to gain numerous benefits from both the State and Central governments. These advantages are designed to bolster export capabilities, ensure competitive standing in international markets, and encourage more enterprises to tread the

**b) What is your suggestion for BAT for marketing of their produce overseas? Do you recommend them to develop a good brand name for their products explain briefly? (5 Marks)**

**Ans 3b.**

**Introduction**

Bharat Agro Tech (BAT) stands at the intersection of India's rich agricultural legacy and advanced agro-technology, offering products that hold immense promise for international markets. To fully realize this potential, strategic marketing is pivotal. One central aspect of this strategy is the creation and promotion of a strong brand identity, which could drastically