**International Logistics & Supply Chain Management**

**December 2023 Examination**

**Q1. An Indian tea estate based in Assam auctions its tea leaves to beverage companies who process the tea leaves into their brands of tea powder & instant tea premixes for sale in different consumer markets. The management of the tea estate has decided to embark on forward integration of tea processing and launching their own brand of tea powder & instant tea premixes to be sold pan India. It is confident of seeing stable, strong demand for its new brand of tea after the initial introductory phase during which the demand could be low and require promoting & pushing the product in the market. How can the tea estate go about its supply chain planning, and suggest appropriate supply chain strategy / strategies for its forward integration project. (10 marks)**

**Ans 1.**

**Introduction**

The tea industry in India, particularly the estates in Assam, has a storied history of cultivating leaves that are both aromatic and sought-after globally. Historically, these estates have acted as mere suppliers, auctioning their precious leaves to beverage companies who process and market them under various brand names. However, the evolution in market dynamics and the rising tide of direct-to-consumer trends have now prompted these estates to rethink their strategies. The decision by the tea estate in Assam to embrace forward integration, moving beyond cultivation to processing and brand creation, exemplifies this transformative shift. This strategy would not only enhance their profit margins by capturing the value addition but

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**Q2. An Indian chemical company is planning to expand its markets by exporting its products to the European market. What are the various factors it must consider in planning the logistics for the exports, and suggest the appropriate choice of logistics strategy (in-house / outsourcing, etc.) for the same. (10 marks)**

**Ans 2.**

**Introduction**

Expanding into international markets is a significant milestone for any company, especially when considering the complexities of logistics in the European market. For an Indian chemical company seeking to export its products to Europe, it's crucial to understand that successful logistics planning can be a decisive factor in achieving market penetration and maintaining competitiveness. The European market, known for its stringent regulations, diverse geography, and varied customer demands, requires meticulous attention to detail in logistics planning.

The logistics strategy chosen must not only ensure timely and cost-effective deliveries but also guarantee adherence to European Union (EU) regulations, which are stringent in areas

**Q3. An Indian manufacturer of home appliances sources raw material & components from suppliers in India & China.**

**a. Compare the various options of transportation modes to source the required raw material & components explain the choice of the appropriate transportation modes for the same. (5 marks)**

**Ans 3a.**

**Introduction**

Sourcing raw materials and components is a critical aspect of the supply chain for an Indian manufacturer of home appliances. To ensure a smooth and efficient supply chain, the choice of transportation modes is paramount. The manufacturer must consider factors like cost, lead time, reliability, and the nature of the materials/components being sourced, especially when dealing with suppliers in both India and China. This comparison explores various transportation options and provides insights into selecting the most appropriate modes for

**b. The manufacturer plans to launch its range of smart home appliances for which it will need to import chips from reliable suppliers abroad. From which countries can the manufacturer source such chips? How can it facilitate such procurement process over the long term in a consistent & reliable manner? (5 marks)**

**Ans 3b.**

**Introduction**

Sourcing reliable semiconductor chips is crucial for the Indian manufacturer planning to launch its range of smart home appliances. These chips serve as the brains behind smart features, and the procurement process should ensure a consistent and reliable supply. Identifying potential chip-supplying countries and establishing a sustainable procurement