**International Logistics & Supply Chain Management**

**April 2024 Examination**

**Q1. An Indian dairy products company is planning its international foray beginning with exporting ice-creams & flavored milk beverages. It has chosen the Middle East & Singapore markets to begin with. Discuss the key considerations the company must deliberate upon, and accordingly suggest an appropriate supply chain strategy for the exports venture. (10 marks)**

**Ans 1.**

**Introduction**

The international expansion of an Indian dairy company into the Middle East and Singapore markets represents a significant step in its growth strategy, particularly with the export of ice creams and flavored milk beverages. This venture requires careful consideration of various intricate aspects of international logistics and supply chain management. In this dynamic environment, the company must navigate a complex array of challenges including cultural differences, regulatory compliance, climatic factors, and logistical intricacies specific to perishable dairy products. The task involves not just the physical transportation of goods but also entails strategic planning to ensure product integrity, cost-efficiency, and market

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**Q2. An Indian eye-wear products manufacturer has a well-established distribution channel comprising of distributors & independent retailers as well as its own retail stores in India which are serviced through a 3PL service provider. The manufacturer has now set its eye on the D2C (direct-to-consumer) market for which it is working on the logistics setup. What factors must the manufacturer consider for its D2C distribution logistics, and how, if at all, are they different from those of its traditional distribution channel comprising of distributors & retailers? Provide your recommendation, with justification, of the logistics strategy of having the same 3PL provider for both the markets or having two different 3PL providers for the two markets. (10 marks)**

**Ans 2.**

**Introduction**

The evolution of the eyewear industry in India, particularly the shift towards Direct-to-Consumer (D2C) marketing, presents a unique set of challenges and opportunities for logistics and supply chain management. As an established Indian eyewear manufacturer transitions from a traditional distribution network involving distributors and retailers to embracing the D2C model, it faces a pivotal decision regarding the optimization of its distribution logistics. This shift necessitates a careful examination of the factors influencing D2C logistics, which differ significantly from conventional distribution channels. Key considerations include customer expectations, delivery speed, inventory management, and

**Q3. An Indian jewellery manufacturer specializing in gold & silver jewellery wholesales its products to retailers across India. Having established its credibility with retailers for gold & silver jewellery, it has planned to expand into diamond jewellery for which it will need to import diamonds which will be polished and used for making jewellery products in India.**

**a. What factors must the jewellery manufacturer consider for importing the diamonds, and from which countries can it import them? How can the company best facilitate such import procurement from those countries? (5 marks)**

**Ans 3a.**

**Introduction**

Expanding into the diamond jewellery market represents a significant milestone for an Indian jewellery manufacturer, especially one with established credibility in gold and silver jewellery. This venture into diamond jewellery necessitates importing unpolished diamonds, introducing new dimensions to the manufacturer's supply chain and procurement strategy. Importing diamonds requires careful consideration of various factors including sourcing, legal compliance, cost, and quality assurance. Additionally, identifying suitable countries for

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**b. Explain the role of government agencies in this process, and the related aspects that the company will now have to handle. (5 marks)**

**Ans 3a.**

**Introduction**

The importation of diamonds for jewellery manufacturing involves not only strategic business planning but also significant interaction with government agencies. These agencies play a crucial role in regulating, facilitating, and monitoring the import process. Understanding the role of these government entities and the related aspects that a company must manage is vital