**International Logistics & Supply Chain Management**

**December 2024 Examination**

**1. An Indian manufacturer of ready-to-eat snacks is already having a pan-India distribution network. They are planning its international expansion by way of exports. It has identified the UAE as the first foreign market to start with. Explain the factors the manufacturer should consider while formulating its supply chain strategy for exporting to the UAE market and suggest an appropriate strategy for the same. (10 Marks)**

**Ans 1.**

**Introduction**

Expanding into international markets requires a strategic supply chain approach to ensure the seamless distribution of products across borders. For an Indian manufacturer of ready-to-eat snacks targeting the UAE market, careful planning and execution are vital. The UAE offers significant growth potential due to its diverse population and increasing demand for Indian food products. However, entering a foreign market poses challenges such as regulatory compliance, logistics, and maintaining product quality. A well-structured supply chain strategy will help the manufacturer efficiently manage these challenges while meeting consumer demands. This strategy must consider various factors such as customs regulations,

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**2. “THE PROS” brand follows a direct-to-consumer (D2C) model for sourcing & selling customized sports apparels for men & women. With competition from similar other D2C companies, “THE PROS” is looking to differentiate itself from the others based on its delivery experience. It is also looking at a superior delivery experience to provide it a source of competitive advantage. Explain, with reasons, the choice between in-house & outsourcing of logistics for “THE PROS” to achieve its twin objectives. (10 Marks)**

**Ans 2.**

**Introduction**

"THE PROS" is a direct-to-consumer (D2C) brand that specializes in customized sports apparel for men and women. As competition intensifies in the D2C market, customer experience, particularly delivery efficiency, becomes a key differentiator. "THE PROS" aims to enhance its delivery service to create a competitive advantage, improving customer satisfaction and loyalty. A critical decision in this strategy is whether to manage logistics in-house or outsource it to a third-party provider. Both options offer distinct advantages and challenges, and the brand must carefully weigh them to achieve its twin objectives of differentiation through

**3. An international Eyewear brand is interested in setting up its first India operations by importing & selling its product range comprising of premium range of glasses, lenses, & frames through both the distributor as well as retail channel.**

**a. Discuss the various requirements & the procedure to be followed for importing the products in the Indian market. (5 Marks)**

**Ans 3a.**

**Introduction**

Setting up operations in India as an international eyewear brand involves navigating various import requirements and procedures. The Indian market offers significant potential for premium eyewear products, but companies must adhere to the country's import regulations, tariffs, and standards to ensure smooth market entry. This process involves multiple steps, including obtaining necessary licenses, complying with customs regulations, and adhering to product standards and safety guidelines. These measures ensure that the imported

**b. Discuss the requirements of warehousing in India for the distributor channel for the Eyewear brand? Would these be any different for the retail channel? Suggest the suitable type (or types) of warehouse. (5 Marks)**

**Ans 3b.**

**Introduction**

Warehousing is a critical component of the supply chain for an international eyewear brand looking to enter the Indian market. It involves storing imported eyewear products, including glasses, lenses, and frames, in facilities that ensure their safekeeping and timely distribution. The warehousing requirements may vary based on whether the products are distributed through the retail or distributor channel. Efficient warehousing ensures that the products are stored in optimal conditions, are readily available for distribution, and meet the demand without delays.