**International Logistics & Supply Chain Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**1. A leading Indian brand of packed spices (both in whole form as well as grind form) is already having a vast pan-India distribution network. They are planning its international expansion by way of exports. It has identified the USA 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 USA market and suggest an appropriate strategy for the same.**

**Answer:**

**Introduction:**

The Indian spice brand’s expansion into the USA market requires a well-planned supply chain strategy. This involves understanding the complexities of international trade, consumer preferences, and logistical challenges. Key factors such as demand forecasting, transportation, regulatory compliance, and competition need to be carefully considered to ensure seamless export operations and sustained market entry success in the USA. By considering these factors, the manufacturer can develop a robust supply chain strategy that minimizes risk, ensures timely delivery, and meets the expectations of US consumers.

When formulating a supply chain strategy for exporting to the USA market, the manufacturer should consider the following key factors:

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**2. “THE COLLECTIBLES” brands follow a direct-to-consumer (D2C) model for sourcing & selling accessories like watches, belts, purses, wallets, etc. for men & women. With competition from similar other D2C companies, “THE COLLECTIBLES” 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 COLLECTIBLES” to achieve its twin objectives.**

**Answer:**

**Introduction:**

Given the importance of a superior delivery experience for differentiation, a hybrid approach could be ideal. Initially, "THE COLLECTIBLES" could outsource logistics for cost efficiency and scalability, especially as it expands into new markets. However, it should choose a premium logistics partner with a strong track record in providing high-quality customer service and timely deliveries. Over time, as the brand grows and solidifies its market position, it could transition some aspects of logistics in-house to gain more control over the delivery experience, particularly for high-value or bespoke products that require more attention. This approach will allow "THE COLLECTIBLES" to achieve its twin objectives of competitive advantage through superior delivery while maintaining cost-efficiency and scalability.

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**3. An international brand is interested in setting up its first India operations by importing & selling its product range comprising of internationally renowned models of premium sports shoes 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.**

**Answer:**

**Introduction:**

To set up operations and import products into India, an international brand must follow a structured process that ensures compliance with Indian laws and regulations. By adhering to these steps, the international brand can successfully import and sell premium sports shoes in India while ensuring compliance with all applicable regulations.

Below is a detailed discussion on the various requirements and procedures for importing and selling premium sports shoes in India through distributor and retail channels:

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

**Answer:**

**Introduction:**

To establish a successful distribution and retail operation in India for an international premium sports shoe brand, effective warehousing is essential. The requirements for warehousing in India differ for the distributor channel and the retail channel, as each has its distinct logistical needs. Here's a detailed discussion on warehousing requirements and the suitable types of warehouses for both channels:

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