**International Logistics & Supply Chain Management**

**NMIMS Solved Assignments for December 2024**

**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.**

**Answer:**

**Introduction:**

The Indian manufacturer of ready-to-eat snacks is poised to enter the UAE market, marking a significant step in its international expansion strategy. With a robust pan-India distribution network already in place, the company must now focus on adapting its supply chain strategy to meet the unique demands of the UAE market. This includes understanding local consumer preferences, regulatory requirements, logistics, and distribution channels in the UAE. Additionally, factors such as shelf-life, packaging, and pricing will play a crucial role in ensuring competitiveness. By carefully considering these aspects, the manufacturer can optimize its supply chain operations, ensuring efficient exports and successful market penetration in the UAE. This introductory exploration sets the stage for a detailed analysis of the critical factors influencing the supply chain strategy for this venture.

**This is partially solved sample answer**

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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.**

**Answer:**

**Introduction:**

In the competitive landscape of direct-to-consumer (D2C) brands, "THE PROS" is focused on distinguishing itself through an exceptional delivery experience for its customized sports apparel. With the rise of similar D2C companies, creating a unique selling proposition (USP) centered around logistics can significantly enhance customer satisfaction and loyalty. However, achieving a superior delivery experience requires careful consideration of logistics strategies. "THE PROS" must decide between managing logistics in-house or outsourcing to a third-party provider. This choice will impact cost, efficiency, and the overall customer experience. An effective logistics strategy aligned with its brand values is crucial for "THE PROS" to not only meet customer expectations but also establish a sustainable competitive advantage in the dynamic D2C market.

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**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.**

**Answer:**

**Introduction:**

An international eyewear brand aims to enter the Indian market by importing and selling its premium glasses, lenses, and frames through distributors and retail channels. To successfully navigate this process, it is essential to understand the regulatory framework, import procedures, documentation, and compliance requirements. This discussion will outline the necessary steps and requirements for the brand to establish a foothold in India’s competitive eyewear market while ensuring adherence to local laws and regulations.

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**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.**

**Answer:**

**Introduction:**

An international eyewear brand planning to launch its operations in India must consider warehousing requirements essential for both distributor and retail channels. Effective warehousing is critical for maintaining inventory, ensuring timely distribution, and managing logistics. This discussion will explore the specific warehousing needs for the distributor channel, highlight any differences for the retail channel, and recommend suitable warehouse types that align with the brand's operational strategy and market demands in India.

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