

Export Marketing



Brand: Mehta Solutions
Product Code: case161
Weight: 0.00kg

Price: Rs500

Short Description
Export Marketing

Description

Export Marketing CAST STUDY solution

Export Marketing:

The trade in black pepper is unhappy that exports may not show a sign of revival in prices in the immediate future. World prices have been showing a downward trend for eighteen months and this has resulted in much lower earnings for exporters. The UK, West Germany and the Netherlands have cut their import requirement though the American

demand has shown some growth. Brazil has been resorting to aggressive selling at lower prices and the expectations are that its exports will reach an alltime peak of 32,000 tones in the 1981-82 season. The 1981-82 Indian season is only about six weeks away. The Brazilian offensive has forced India to withdraw so to any from the US and West European markets and increase its reliance on communist buyers. As many as 1980-81.the Soviet Union alone accounting for 12,647 tones. But exporters are concerned at the diversion on such a scale of this trade.

Questions:

- 1. Had you been the pepper exporter, what would be your short term and medium-term export marketing strategy in the above environment?**
- 2. Could you examine the weak points in this case study?**

Details

- 1. Case study solved answers**
- 2. pdf/word in 24-48 hrs**
- 3. Fully Solved with answers**