



# BUSINESS ACUITIES

APRIL 2021

STUDENTS

[Date]

INTERNATIONAL BUSINESS

## CONTENTS

S.NO	TITLE	PAGE.NO
1	DOMESTIC TRADE IN INDIA	2
2	GLOBAL MARKET STRATEGY	4
3	LOGISTICS CHALLENGES	6
4	INTERNATIONAL MARKETING	8

### EDITORIAL BOARD

Dr. A. MUTHUSAMY (Chief Editor)

Dr. S. PRASAD (Executive Editor)

Dr. K. CHITHRADEVI (Executive Editor)

Dr. S. GOPALASAMY (Executive Editor)

V. PARKAVI (Associate Editor)

K. DHANA SNEHA (Assistant Editor)

S. DHARANI (Assistant Editor)

C. EASWARI (Assistant Editor)

S. MEENAKSHI (Assistant Editor)

R. SEMMALAR (Assistant Editor)

N. AMEER KHAN (Assistant Editor)

S. JEGANATHAN (Assistant Editor)

S. MUTHU PANDI (Assistant Editor)

S. NITHISH (Assistant Editor)

B. SARAVANAN (Assistant Editor)

B. SANTHOSH KUMAR (Assistant Editor)

## Domestic Trade in India



In April 2021, domestic trade in India was impacted by various factors, including the ongoing COVID-19 pandemic and the subsequent lockdown measures imposed by the government. These restrictions led to disruptions in supply chains, reduced consumer demand, and a general slowdown in economic activity.

### Impact of the COVID-19 Pandemic:



The second wave of the COVID-19 pandemic hit India in April 2021, resulting in a surge in cases across the country. To control the spread of the virus, several states implemented strict lockdowns and restrictions on movement. These measures severely affected domestic trade activities, particularly those involving non-essential goods and services.

### Disruptions in Supply Chains:



The lockdowns and restrictions had a significant impact on supply chains, disrupting the movement of goods and raw materials. Industries such as manufacturing, retail, and logistics faced challenges in sourcing inputs and distributing products. The closure of factories, reduced production capacity, and logistical hurdles hampered the smooth flow of goods within the country.

**Decline in Consumer Demand:** With the rise in COVID-19 cases and the resulting uncertainties, consumer sentiment and confidence took a hit. People prioritized essential items and reduced discretionary spending, leading to a decline in consumer demand for non-essential goods. Industries such as hospitality, tourism, and entertainment were particularly affected as people avoided unnecessary travel and public gatherings.

### E-commerce and Online Retail:



As physical stores faced restrictions, there was a surge in online shopping and e-commerce activities. Consumers turned to online platforms to meet their needs, leading to a rise in online retail sales. E-commerce companies and digital

platforms played a crucial role in fulfilling consumer demands during the pandemic.

**Government Initiatives:** The Indian government introduced several measures to support domestic trade during this challenging period. It provided relief packages, loan moratoriums, and other financial assistance to affected businesses. Additionally, the government aimed to simplify trade processes and promote digital transactions to ensure business continuity.

**Regional Variations:** The impact of the pandemic and related restrictions varied across different states and regions in India. Some regions with lower infection rates experienced fewer disruptions in domestic trade, while areas heavily affected by the virus faced more significant challenges. This regional variation further affected the overall performance of domestic trade during April 2021.

It's important to note that the situation described here specifically pertains to April 2021 and may have evolved since then. The COVID-19 pandemic and its impact on domestic trade in India have been dynamic, with subsequent waves

and changing government policies shaping the trade landscape.

## Global market strategy.

### Market Research:



Conduct thorough market research to understand the global landscape, including the size of the market, target audience, competition, and emerging trends. This will help you identify opportunities and challenges.

**Define Objectives:** Clearly define your objectives for entering or expanding in the global market. Are you looking to increase market share, enter new markets, or diversify your customer base?

Setting specific and measurable goals will help guide your strategy.

**Target Market Selection:** Identify the most promising target markets based on factors such as market size, growth potential, customer preferences, regulatory environment, and competitive dynamics. Consider cultural, economic, and political factors that may impact your business.

**Localization:** Adapt your products, services, and marketing strategies to the local markets. This may include customizing your offerings to meet local preferences, translating content, and considering cultural sensitivities.

### Competitive Analysis:



Analyze your competitors in the target markets. Understand their strengths, weaknesses, market share, pricing strategies, and distribution channels. Differentiate your offerings by highlighting unique value propositions.

**Distribution Channels:** Determine the most effective distribution channels to reach your target market. Evaluate options such as e-commerce, partnerships with local distributors, or establishing your own physical presence.

### Marketing and Promotion:



Develop a marketing and promotional strategy tailored to each target market. Leverage digital marketing channels, social media, local influencers, and traditional

advertising methods to increase brand awareness and drive customer acquisition.

**Regulatory Compliance:** Understand and comply with the regulations and legal requirements of each target market. This includes intellectual property rights, import/export regulations, product certifications, and data privacy laws.

### Strategic Partnerships:



Consider forming partnerships with local businesses, distributors, or strategic alliances to leverage their knowledge, networks, and resources. This can help accelerate market entry and establish credibility.

**Continuous Evaluation:** Regularly monitor and evaluate the

performance of your global market strategy. Adjust your approach based on market feedback, customer preferences, and emerging trends to stay competitive.

## Logistics Challenges

In April 2021, logistics and supply chain management faced several key challenges and trends. Here are some notable developments:

### COVID-19 Impact:



The COVID-19 pandemic continued to disrupt global supply chains. Companies faced issues such as demand fluctuations, transportation disruptions, and inventory shortages. Vaccine distribution also became a major logistical challenge.

**E-commerce Growth:** The shift towards online shopping accelerated

during the pandemic, driving significant growth in e-commerce. Retailers and logistics providers had to adapt to increased order volumes, last-mile delivery challenges, and customer expectations for fast and reliable service.

**Supply Chain Resilience:** The disruptions caused by the pandemic prompted a focus on building resilient supply chains. Companies looked to diversify sourcing, reduce dependencies on single suppliers, and improve risk management strategies to mitigate future disruptions.

**Sustainability Initiatives:** Sustainable and eco-friendly supply chain practices gained importance. Companies sought to reduce carbon footprints, optimize transportation routes, and adopt greener packaging solutions. The concept of circular supply chains, involving recycling and reuse, gained traction.

**Digital Transformation:** The adoption of digital technologies accelerated. Artificial intelligence (AI), machine learning (ML), and automation were increasingly used to optimize supply chain processes,

enhance demand forecasting, and improve inventory management.

**Blockchain Adoption:** Blockchain technology gained attention for its potential to improve supply chain transparency and traceability. It was explored for verifying product origins, tracking shipments, and preventing counterfeiting.

### Trade and Tariffs:



Trade tensions and tariffs between major economies, such as the United States and China, continued to impact global supply chains. Companies navigated changing trade policies and explored alternative sourcing strategies.

**Labor Shortages:** Labor shortages in certain industries, particularly due to pandemic-related restrictions and

changing workforce dynamics, affected supply chain operations. Companies faced challenges in hiring and retaining skilled workers for warehouse and transportation roles.

**Logistics Technology Advancements:** Advancements in logistics technology, such as autonomous vehicles, drones, and robotics, continued to transform the industry. Last-mile delivery solutions, including contactless delivery and smart lockers, gained prominence.

### Supply Chain Visibility:



The need for real-time visibility across the supply chain increased. Companies adopted cloud-based platforms, IoT sensors, and analytics tools to gain insights into inventory



levels, shipment tracking, and performance metrics

## **International marketing**

International marketing in April 2021 was significantly influenced by the ongoing COVID-19 pandemic and its associated challenges. Many countries were still implementing various restrictions and safety measures, impacting global trade and consumer behavior. Here are some key aspects of international marketing:

**Digital Transformation:** The pandemic accelerated the shift toward digital marketing channels. Companies increasingly focused on e-commerce, social media marketing, and other digital platforms to reach and engage with customers worldwide.

**Virtual Events and Webinars:** With physical events and conferences being canceled or postponed, businesses turned to virtual events and webinars to showcase their products and services. These platforms provided opportunities for international marketing, allowing companies to connect with a global audience.

**Adapting Marketing Strategies:** Due to changing consumer needs and behaviors, marketers had to adapt their strategies. Brands emphasized online shopping experiences, home delivery services, and contactless transactions. Communication focused on safety, trust, and empathy, addressing consumer concerns during the pandemic.

**Localization and Cultural Sensitivity:** International marketers recognized the importance of cultural sensitivity and localization. They tailored their marketing messages, content, and campaigns to resonate with specific target markets, considering cultural nuances and local preferences.

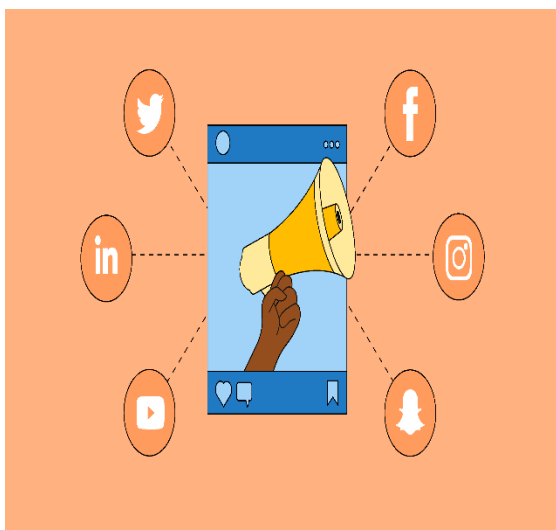
**Supply Chain Disruptions:** Global supply chains experienced disruptions due to lockdowns, travel restrictions, and manufacturing delays. This impacted international marketing as companies had to manage inventory, communicate changes to customers, and address supply chain challenges effectively.

**Market Research and Insights:** Marketers conducted extensive market research to understand

shifting consumer behaviors and preferences during the pandemic. This enabled them to make data-driven decisions, identify emerging trends, and target the right audiences effectively.

**Social Responsibility and Sustainability:** Consumers increasingly valued brands that demonstrated social responsibility and sustainability efforts. International marketers incorporated these values into their messaging and highlighted initiatives such as environmental consciousness, fair trade practices, and community support.

### **Influencer Marketing:**



Influencer marketing continued to be an effective strategy, especially with the rise of social media usage during lockdowns. Brands

collaborated with local and international influencers to promote their products and services to a broader audience.

**Government Regulations and Trade Policies:** International marketers closely monitored government regulations and trade policies related to cross-border commerce. This included staying updated on import/export regulations, tariffs, and any trade agreements that might impact their marketing strategies and operations.

**Consumer Confidence and Spending:** Consumer confidence and spending patterns varied across countries due to the differing impacts of the pandemic. Marketers had to assess market conditions, monitor consumer sentiment, and adjust their international marketing strategies accordingly.

It's important to note that the above points reflect the general trends and challenges observed during April 2021, but individual experiences and specific market dynamics may have varied.