

EXPORT IMPORT PROCEDURES AND DOCUMENTATION

UNIT -I

- **Export – Import policy – New export import policy – aims – schemes – highlights.**



MEANING OF EXPORT:

As per section 2(e) of Foreign Trade (development & Regulation) Act, 1992, the term 'export' the goods must leave India, or cross the customs frontiers of India to a foreign destination, for being reckoned as export.

Classification of goods for exports:



- **Permissibility of import and export of goods is governed by the nomenclature, ITC(HS) classification of import and export goods, published by the Directorate General of Foreign Trade (DGFT).**
- **Goods listed as “Free” in the export licensing schedule may also be exported without an export license as such but they are subject to conditions laid out against the respective entry.**

CLASSIFICATION OF EXPORTS:

- A) prohibited Goods
- B) Restricted Goods
- C) State Trading Enterprises
- D) Restrictions on countries of Export

Strategy and preparation for exports:

- Strategy formulation is the core of any business activity. It lays down the clear objectives and means of achieving those objectives.
- **A) p's of Export Marketing:**

The “Four p’s” of marketing are commonly referred to as the marketing formula and include: International trade, being more complicated, there are nine additional p’s resulting into ‘13 p’s’ of international marketing.

- Payment
- PersonnelPlanning
- Paperwork
- Practices
- Partnerships
- Policies
- Positioning
- Protecion

- **B) Export Marketing Plan:**

- A typical export marketing plan focuses on :

- Marketing objectives,
 - Market segmentation,
 - Market research,
 - Characteristics of product,
 - Export pricing,
 - Distribution channels and
 - Promotional strategies.
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- **C) Assessing a product's export potential :**
 - **D) Making export decisions :**
 - **E) Approaches to exporting**
 - Passively supplying to domestic buyers who then export.

Seeking out domestic buyers who represent foreign end users or customers :

- Exporting indirectly through intermediaries :
- Exporting Directly :

F) Export pricing :

static pricing

flexible pricing

full cost pricing

marginal cost

penetration pricing

market skimming

- G) Export promotion :
 - Advertising
 - Promotional materials
 - Direct mail
 - Media
 - Personal visits
 - Trade shows
 - Internet

Methods of exporting :

- A) direct exporting:

- Direct exporting is the method of exporting goods directly to the foreign buyers by the manufacturer himself or through his agent situated in the foreign country.

- B) Indirect exporting:

In case of indirect exporting, an exporter uses the services of some specialised agencies such as merchant exporters and export houses or trading houses for exporting goods.



- **Thanking you**