

Business management essay sample

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Being an assistant of chief executive officer I will give him/her five necessary steps that we have to undertake for us to succeed in export. One of the step is to assess our export potential. Export requires an extension of firms resources, therefore the assessment of the export potential should focus on the industry trends, the firms' domestic position in the textile industry.

The assessment on export potential will include the effects of exporting on the present operation of the company, the status of resources and the expected export potential of the product. The second step to follow is to get expert counseling and assistance. This involves consulting with the government of the day on the trade information or contacts the nearest district office of department of commerce on international trade or approach an international trade affairs specialist.

Thirdly the company needs to select markets available for the sell of the clothes. Language and cultural differences, trade regulations, local competition and economic conditions are among the factors to consider in order to maximize profit abroad. The fourth step is to formulate an export strategy which will identify and correlate with the firms export objective, specific tactics to use, scheduling of activities and allocation of resources.

The marketing plan and schedule should cover about 2-5 year period depending on the strength of competitors and the condition of the market. The last step to consider is to select a selling technique which can either be indirect selling or direct selling. The company can sell its products directly to the buyer or can sell indirectly to utilize the services of an intermediary which should made on the basis of several factors. These factors include the

size of the firm, the quality of the clothes produced and the business conditions in the selected overseas market.

Collins, (2001), said that effective logistics function is an important tool that enables the company to identify and also value each section of various departments or disciplines and their respective relationship. By recognizing the relationship of various departments and managing them effectively then the company can gain an excellent resource base.

A company can be viewed either as macrologistic or micrologistic, where in macrologistic perspective, the interdisciplinary and interdepartmental connects and disconnects are highly visible and obvious. In micrologistic the interdepartmental and interdisciplinary relationships are achievable and are manifold. As mentioned by Collins, (2001), ' Logistics is a highly robust business discipline capable of providing industry with important tools and a new corporate knowledgebase. Its inherent capabilities offer industry a platform from which the intellectual promise of cross cultivated intelligence can be realized.

This fresh look through the newly discovered macrologistics management process and the micrologistics components, coupled with the pervasive nature of logistics identifies the internal and external interdepartmental and interdisciplinary relationships capable of driving the next wave of successful companies'.

According to Datta, (1986), the efficient material management function of the business is a function that every material processing company performs and it's an important factor in competition with global market. Efficient

material management function should include planning, organizing, staffing, directing and controlling . It involves the formulation of an intelligent scheme of action designed to accomplish its objective effectively and economically. In view of increasing competition in the market, persistent pressure to be cost-effective and added force of hi-tech infusion, material contribution to corporate strategy is bound to go upwards.

References

Collins, J. C, (2001): Good is great: Why some companies make the leap and others don't, Harper Collins publisher

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