

Student Worksheets and Handouts

Draft 1

NATIONAL EXPORTERS TRAINING PROGRAM (NETP)



Training developed by

Institute of Business Administration (IBA), Karachi

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Who is an Exporter?

Question 1. Are you an exporter?

Answer: _____

Question 2. Is the participant sitting on your right an exporter?

Answer: _____

Question 3. Which of the following would you place yourself as:

Type of exporter	Potential exporter	New Exporter	Experienced exporter	Non-exporter
	Yet to participate in exporting but very interested in doing so within the next year	Exporting for less than three years	Exporting for more than three years	Not an exporter and am not interested in exporting within this year
Please tick:				
Participant sitting on your left?				

Question 4. List three largest exporters in Pakistan

1. _____
2. _____
3. _____

Question 4. What makes a large exporter more successful than other exporters? List three characteristics.

1. _____
2. _____
3. _____

Question 5. What makes a large exporter more successful than other exporters? List three characteristics.

Answer by participant on your left

Answers by participant on your right

1. _____

1. _____

2. _____

2. _____

3. _____

3. _____

Benefits of Exporting?

List down a few of the largest exporters of Pakistan. Take the help of your cell phone or ask the instructor for help

1

2

3

4

5

6

7

8

What would have happened if these exporters had not exported?

Benefits, Challenges and Apprehensions of an Exporter

Fill the empty spaces in the table below after discussing with other participants

Benefits of Exporting	Challenges of Exporting (country-level)	Challenges of Exporting (firm-level)	Apprehensions
Larger market size	Communicating in different languages and across cultures	Low cost competitiveness	Product failure in exporting market

Suppose you are a new exporter

Read the scenario below and answer the questions that follow

Lets consider the case of Billy, a potential exporter whose t-shirts are doing well in the local market.

Billy goes to China and distributes his sample of t-shirts in an exhibition, hoping to export a few containers every year. However, he gets no response. He has also incurred initial distribution and production costs. He realizes all his strategies to export were wrong.

What could be Billy's mistakes?

What should he do to improve upon them?

Skills sets of exporters

Question: Which of the following skill sets do you have enough knowledge to start an export business today?

(Rate from 1 to 5 below, with 5 being very knowledgeable to 1 being least knowledgeable.)

	Researching Potential Markets	Correct Procedures and Practices	Financing of Exports	Marketing of Exports
Rating				

Question: Which of the following are you most interested in learning about?

(Rate from 1 to 5 below, with 5 being most interested to 1 being least interested.)

	Researching Potential Markets	Correct Procedures and Practices	Financing of Exports	Marketing of Exports
Rating				

Exploring the secondary data

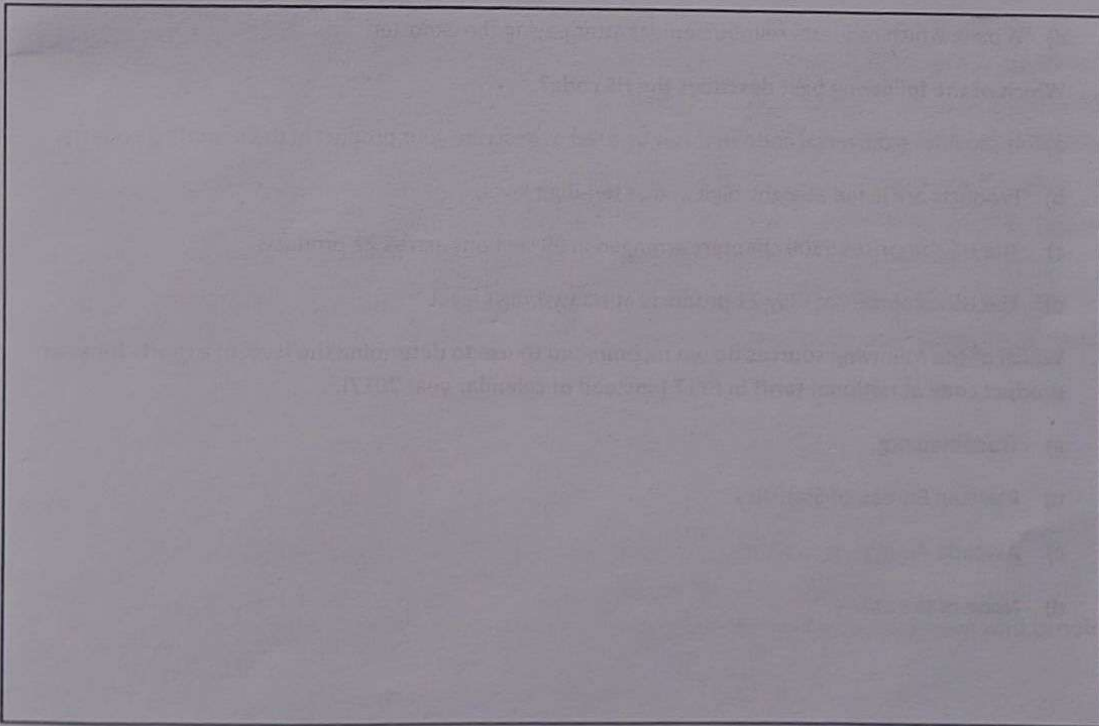
Exercise: Find the GDP growth of United Kingdom between 2005 and 2017.

Database: Select 'World Development Indicators'

- Country: Select 'United Kingdom'
- Series: You may find GDP growth (annual %) by typing in 'G' in the search field.
- Time: Select years from 2005 to 2017
- You will obtain your results once you click on 'Apply Changes' in the box on the right.

On the top right, you will see 'Download options'. You can download the data in Excel format.

Write a few main indicators in the box below:



Module Quiz

Choose the right answer from the following:

1. Which of the following should be included an export plan?
 - a) List of websites such as Global Trade Alerts, SBP and SMEDA
 - b) Setting up Facebook and LinkedIn accounts
 - c) Objectives, list of challenges and milestones as the firm decides to export
 - d) A survey on firm characteristics and firm perceptions
2. Which of the following is unlikely to be a stage of exporting as discussed?
 - a) Know your customer by establishing contact
 - b) A pricing strategy for domestic customers
 - c) Obtaining and processing purchase orders
 - d) Shipment of the goods
3. Which of the following best describes a nominating bank?
 - a) A bank which is authorized to make a payment to the exporter
 - b) A bank which issues the letter of credit
 - c) A bank which confirms the letter of credit
 - d) A bank which requests reimbursement after paying the exporter
4. Which of the following best describes the HS code?
 - a) It provides a universal code that can be used to describe your product in the importing country.
 - b) Products are listed at eight-digit and at ten-digit level.
 - c) The HS comprises 5300 chapters arranged in 99 sections across 21 products.
 - d) The HS comprises of only 21 products at HS two-digit level.
5. Which of the following sources do we recommend to use to determine the level of exports for your product code at national tariff in FY17 (instead of calendar year 2017)?
 - a) Trademap.org
 - b) Pakistan Bureau of Statistics
 - c) Asycuda
 - d) None of the above

Short Case Study

Instructions: Read the following short case and answer the questions that follow.

Manzoor sells authentic handmade Ajraks. His supplier is based in Umerkot while he himself is based in Karachi. He receives an order from Peshawar for 500 of these Ajraks through one of his close contacts. The customer is a wholesaler in Peshawar and is a friend of Manzoor's school class fellow. Until now he has been selling locally at a small retail shop in Sadr. This is the first time he has been asked to deliver in such a large quantity and to such a distant destination. Anyways, he starts preparing for the order after agreeing on the price of Rs. 300 per piece. He works hard with his supplier in Umerkot and completes his order in six weeks. He then dispatches the order through a logistics service which sends the package in the next available container. Once the order is dispatched, he talks to the customer and tells him that the order will be delivered in the next three days.

After a week, Manzoor contacts the customer to enquire about the order receiving. The customer confirms the order delivery but has many objections on the quality of Ajraks. The customer claims that these Ajraks have not been sourced from Interior Sindh and are not handmade either. Manzoor knows for a fact that these Ajraks are made in Umerkot by some very skilled craftsman. He, however, has no evidence to prove his claims. After a few more weeks, Manzoor calls the customer for his payment of Rs. 150,000. Despite many attempts, Manzoor is not able to contact the customer neither through phone nor email. It appears Manzoor will never be able to get the payment of Ajraks which were already received by the customer in Peshawar. After an effort of a month and by involving his class fellow, Manzoor is finally able to talk to the customer and demands his payment. The customer again objects upon the authenticity of Ajraks but eventually agrees to pay. After a few days, Manzoor receives the payment of Rs. 90,000. Manzoor expected a payment of Rs. 150,000 for 500 Ajraks at the rate of Rs. 300 per piece. This payment, therefore, was Rs. 60,000 short. Upon enquiring from the customer in Peshawar, he is told that they never agreed on a price of Rs. 300 per piece. According to the customer, the price agreed was Rs. 180 per piece. Manzoor was very disappointed, angry, and frustrated. He doesn't have any evidence to prove this either. This was a very bitter experience for Manzoor, and he now thinks if he could have done something to prevent this.

Questions:

1. What documents Manzoor should have produced to prevent this problem?
2. How should Manzoor prove that his Ajraks are authentic and handmade?
3. Could there be any agencies which may help Manzoor in retrieving his payment and proving the quality of his products?

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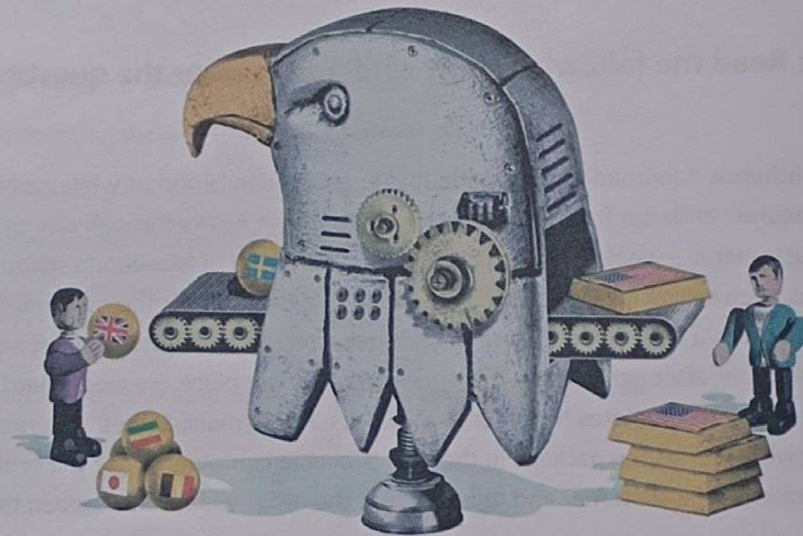
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Repatriation of profit or foreign exchange



What is Repatriation?

Repatriation, in finance, refers to converting any foreign currency into one's own local currency. Repatriation sometimes becomes necessary due to business transactions, foreign investments, or simply due to international travel.

For example, Pakistanis returning from a visit to Japan typically repatriate their currency, converting any remaining yen into PKR. The number of Pakistani Rupees they get when they exchange their remaining yen will depend on the exchange rate between the two currencies at the time of the repatriation.

Repatriation in a larger context refers to anything or anyone that returns to its country of origin. This can include individual people, including foreign nationals, refugees or deportees.

Repatriation of Profit

Profit earned in a foreign country that one wishes to bring into the borders of one's own country. For example, a company in Pakistan may repatriate the profits earned by a French subsidiary. Repatriated profit may be subject to special tax rules.

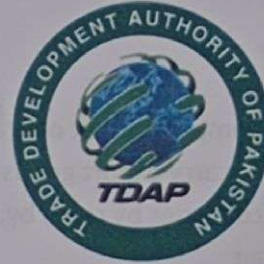
What happens if an exporter decides to keep his profits outside Pakistan? Discuss.

Stakeholders involved in the export process

Exercise

Instructions: Match the two columns by drawing a line between the description with the correct logo

Issues the NTN number and monitors the taxation affairs of a business



Makes sure that, firstly, no banned goods cross the boundaries of the country and, secondly, no money laundering takes place.



Issues a certificate of origin for those countries which do not give Pakistani products a preferential treatment



Issues the REX (Registered EXporter) number



The authority to approve or disapprove the E-form or Export From E (EFE)

TRANSPORTERS & SHIPPING LINES

Companies that operate the transport to carry export goods to foreign countries by road, by, rail, by sea, or by air



Private entities or group of people who have expertise in exporting and importing goods. These people can greatly bring down the hassle of dealing with customs and shipping lines

FREIGHT FORWARDERS & CUSTOM AGENTS

Makes sure that no banned drugs cross the boundaries of the country



Considerations before approaching a foreign market

Choose the right answer after watching the video

1. Researching

2. Packaging

3. Standards and certifications

4. Regional approach

INCOTERMS Exercise

Instructions: For each case that follows, indicate the relevant INCOTERM.

Case	INCOTERM Applicable
<p>'Comfy Clothings' completes the order and the buyer in Dubai arranges to pickup the consignment from the factory for custom clearance and transportation.</p>	
<p>'SS Surgicals' handover the consignment to the shipping line after custom clearance and the buyer in Japan takes responsibility of dealing with the consignment including receiving and transportation within Japan.</p>	
<p>'Mari Mangoes' custom clears its consignment, pays for the shipping charges and minimum insurance and arranges to deliver the consignment at the place in importing country as agreed with the foreign buyer.</p>	
<p>'Lovely Leather' completes the order of a client from Germany, custom clears it, and hands over to the shipping line. The ship faces a storm and the consignment is damaged. The client in Germany bears this loss.</p>	
<p>'Salty Seafood' completes the order of a client from China, custom clears it, and hands over to the transport company. The truck carrying the container meets an accident and the consignment is damaged. 'Salty Seafood' has to bears this loss.</p>	

INCOTERMS 2010

	Any Transport Mode		Sea/Inland Waterway Transport				Any Transport Mode				
	EXW	FCA	FAS	FOB	CFR	CIF	CPT	CIP	DAT	DAP	DDP
Charges/Fees	Ex Works	Free Carrier	Free Alongside Ship	Free on Board	Cost & Freight	Cost Insurance & Freight	Carriage Paid To	Carriage Insurance Paid To	Delivered at Terminal	Delivered at Place	Delivered Duty Paid
Packaging	Foreign Buyer or Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter
Loading Charges	Foreign Buyer	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter
Delivery to Port/Place	Foreign buyer	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter
Export Duty & Taxes	Foreign buyer	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter
Origin Terminal Charges	Foreign Buyer	Foreign Buyer	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter
Loading on Carriage	Foreign Buyer	Foreign Buyer	Foreign Buyer	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter
Carriage Charges	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter	Exporter
Insurance						Exporter		Exporter			
Destination Terminal Charges	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Exporter	Exporter	Exporter	Exporter	Exporter
Delivery to Destination	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Exporter
Import Duty & Taxes	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer	Foreign Buyer

RULES FOR ANY MODE OR MODES OF TRANSPORT

EXW Ex Works

“Ex Works” means that the exporter delivers when it places the goods at the disposal of the foreign buyer at the exporter’s premises or at another named place (i.e., works, factory, warehouse, etc.). The exporter does not need to load the goods on any collecting vehicle, nor does it need to clear the goods for export, where such clearance is applicable.

FCA Free Carrier

“Free Carrier” means that the exporter delivers the goods to the carrier or another person nominated by the foreign buyer at the exporter’s premises or another named place. The parties are

well advised to specify as clearly as possible the point within the named place of delivery, as the risk passes to the foreign buyer at that point.

CPT Carriage Paid To

“Carriage Paid To” means that the exporter delivers the goods to the carrier or another person nominated by the exporter at an agreed place (if any such place is agreed between parties) and that the exporter must contract for and pay the costs of carriage necessary to bring the goods to the named place of destination.

CIP Carriage And Insurance Paid To

“Carriage and Insurance Paid to” means that the exporter delivers the goods to the carrier or another person nominated by the exporter at an agreed place (if any such place is agreed between parties) and that the exporter must contract for and pay the costs of carriage necessary to bring the goods to the named place of destination.

“The exporter also contracts for insurance cover against the foreign buyer’s risk of loss of or damage to the goods during the carriage. The foreign buyer should note that under CIP the exporter is required to obtain insurance only on minimum cover. Should the foreign buyer wish to have more insurance protection, it will need either to agree as much expressly with the exporter or to make its own extra insurance arrangements.”

DAT Delivered At Terminal

“Delivered at Terminal” means that the exporter delivers when the goods, once unloaded from the arriving means of transport, are placed at the disposal of the foreign buyer at a named terminal at the named port or place of destination. “Terminal” includes a place, whether covered or not, such as a quay, warehouse, container yard or road, rail or air cargo terminal. The exporter bears all risks involved in bringing the goods to and unloading them at the terminal at the named port or place of destination.

DAP Delivered At Place

“Delivered at Place” means that the exporter delivers when the goods are placed at the disposal of the foreign buyer on the arriving means of transport ready for unloading at the named place of destination. The exporter bears all risks involved in bringing the goods to the named place.

DDP Delivered Duty Paid

“Delivered Duty Paid” means that the exporter delivers the goods when the goods are placed at the disposal of the foreign buyer, cleared for import on the arriving means of transport ready for unloading at the named place of destination. The exporter bears all the costs and risks involved in bringing the goods to the place of destination and has an obligation to clear the goods not only for export but also for import, to pay any duty for both export and import and to carry out all customs formalities.

RULES FOR SEA AND INLAND WATERWAY TRANSPORT

FAS Free Alongside Ship

"Free Alongside Ship" means that the exporter delivers when the goods are placed alongside the vessel (e.g., on a quay or a barge) nominated by the foreign buyer at the named port of shipment. The risk of loss of or damage to the goods passes when the goods are alongside the ship, and the foreign buyer bears all costs from that moment onwards.

FOB Free On Board

"Free On Board" means that the exporter delivers the goods on board the vessel nominated by the foreign buyer at the named port of shipment or procures the goods already so delivered. The risk of loss of or damage to the goods passes when the goods are on board the vessel, and the foreign buyer bears all costs from that moment onwards.

CFR Cost and Freight

"Cost and Freight" means that the exporter delivers the goods on board the vessel or procures the goods already so delivered. The risk of loss of or damage to the goods passes when the goods are on board the vessel. the exporter must contract for and pay the costs and freight necessary to bring the goods to the named port of destination.

CIF Cost, Insurance and Freight

"Cost, Insurance and Freight" means that the exporter delivers the goods on board the vessel or procures the goods already so delivered. The risk of loss of or damage to the goods passes when the goods are on board the vessel. The exporter must contract for and pay the costs and freight necessary to bring the goods to the named port of destination.

'The exporter also contracts for insurance cover against the foreign buyer's risk of loss of or damage to the goods during the carriage. The foreign buyer should note that under CIF the exporter is required to obtain insurance only on minimum cover. Should the foreign buyer wish to have more insurance protection, it will need either to agree as much expressly with the exporter or to make its own extra insurance arrangements.'

GSP Plus

Chose the right answer from the following. Answers can be found from the essay on the next page.

1. GSP stands for _____

- a) Global Scheme of Products
- b) Gergraphical Scheme of Products
- c) Generalized Scheme of Preferences

2. GSP+ status has so far been granted to _____ countries

- a) 16
- b) 20
- c) 25

3. _____ sectors are the main beneficiaries of GSP+

- a) Textile and Garments
- b) Precious stones
- c) Machinery

4. GSP+ status is granted to those developing countries which:

- a) do not export to EU more than 2% of EU's global GSP imports
- b) is not a high or upper middle-income country
- c) both of the above

EU GSP Plus Scheme

Tariff preferences in the EU market enable Developing Countries to participate more fully in international trade and generate additional export revenue to support implementation of their own sustainable development and poverty reduction policy. The special incentive arrangement for Sustainable Development and Good Governance, known as GSP+ offers additional duty-free exports to support vulnerable developing countries (previously 16 now 25 countries – Including Pakistan) in their ratification and implementation of relevant international conventions in these fields.

Pakistan has traditionally been benefiting from the standard GSP regime of the EU and our exports to the EU have been subjected to 20% less duty than the normal MFN (Most Favored Nation) duties charged by the European Union.

Pakistan will only be the second textile and garment exporting country in the South and South East Asian region which will have duty free access into the EU. Bangladesh being the other such country.

Some of the products of Pakistan's interest were already duty free either under MFN or standard GSP i.e. surgical instruments, basmati rice, guar gum, spices, onyx, fans etc., while 75 tariff lines also benefited from the Special Autonomous Trade Preference Scheme for Pakistan. But now under the GSP Plus regime all the products of Pakistan's export interest would be entitled to duty free treatment which includes all Textiles, Textiles made ups, bed linen, garments, leather products, footwear, plastics, ethanol, agriculture products and processed food etc.

It is no surprise that the main beneficiary of the GSP Plus scheme are the Textiles and Garments sector; Other sectors of our interest. i.e. leather and leather articles, footwear, plastics, ethanol, fresh and processed fruits etc. also have the potential to take advantage of the duty-free access and record healthy growth levels.

GSP+ status is granted to those developing countries which; due to a lack of diversification and insufficient integration within the international trading system, are vulnerable. i.e.

- Exports of that country should not exceed 2% of EU's global GSP imports.
- Seven largest sectors of products contribute more than 75% of its exports to EU.
- It is not a high or upper middle-income country, and;
- Has signed, ratified and implemented 27 core International Conventions pertaining to Human Rights, Labor Rights, Environment, Narcotics Control and Corruption.

While the vulnerability criteria pertaining to lack of diversification, low income, low share in EU GSP imports and signing/ratification of the core Conventions are a prequalification for a GSP Plus beneficiary country (which Pakistan fulfills), the implementation of these conventions is the core issue which would ensure Pakistan's continuity in the GSP plus regime.

Extracted and modified from TDAP website

https://www.tdap.gov.pk/pdf/EU_GSP_Plus_FAQ.pdf

Container Types and Dimensions

Question: Which container would an exporter use for transporting the following items

1



7.2 x 2.5 x 2 cubic feet

50 pieces – 35 kg per piece

2



2.5 x 2.5 x 4 cubic feet

500 pieces – 20 kg per piece



Standard Container

Open Top Container

Flat Rack Container

Dimensions and capacities of normally used containers

	20' L x 8'6" H	40' L x 8'6" H	40' L x 9'6" H
Interior Width	7 feet and 8.6 inches	7 feet and 8.5 inches	7 feet and 8.6 inches
Interior Height	7 feet and 10.3 inches	7 feet and 10.2 inches	8 feet and 10.2 inches
Interior Length	19 feet and 4.2 inches	39 feet and 5.7 inches	39 feet and 5.3 inches
Cubic Volume	1,173 cubic feet	2,389 cubic feet	2,694 cubic feet
Door Width	92.1 inches	92.0 inches	92.1 inches
Door Height	89.7 inches	89.8 inches	101.7 inches
Empty Weight	2.3 Ton	3.7 Ton	3.9 Ton
Max allowable payload	22 Ton	27 Ton	27 Ton

Note: All containers are 8 feet wide

Documents required at different stages of exporting

Instructions: From the list of documents, write the numbers in the column on the right designating a certain document. First row is completed as an example.

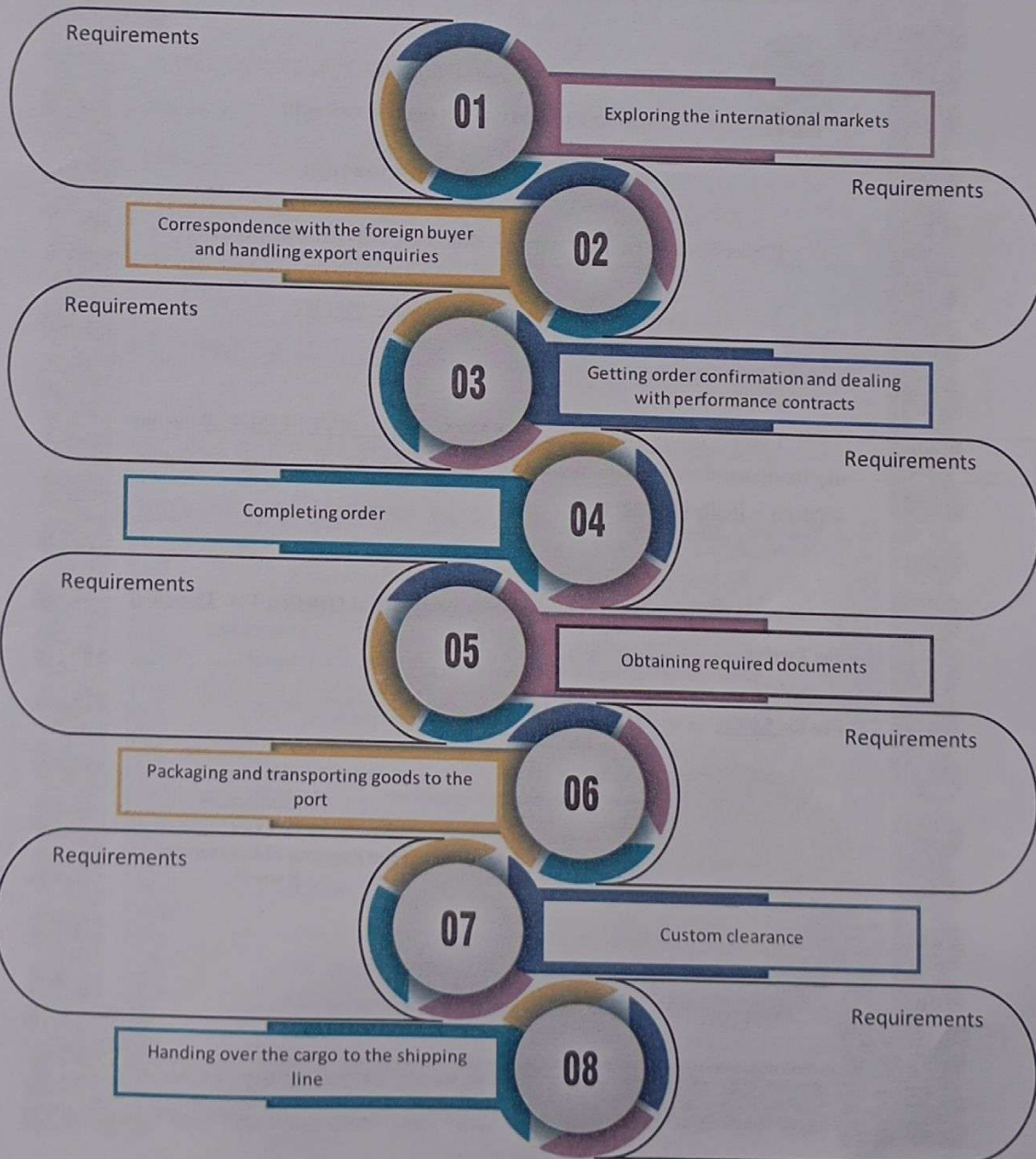
1. Goods Declaration
2. Commercial Invoice,
3. STRN,
4. Bill of Lading (BL) or the Airway Bill (AWB)
5. Third party inspection reports
6. SECP Registration Certificate,
7. WeBOC registration (username and password)
8. Proforma Invoice

1. Certificate of origin / statement in origin (REX number)
2. Performance Contract / Agreement,
3. Letter of Credit
4. Chamber Registration Certificate,
5. E-form,
6. Packing List,
7. Bank Certificates and NOCs,
8. Quality certificates,
9. NOCs from foreign buyer brand

S. No.	Stage	Documents Required
1	Registering as an exporter	6, 3, 7
2	Replying to the queries of foreign buyer	
3	Order confirmation	
4	Completing order	
5	Sending for custom clearance	
6	Handing over to the shipping line	

Steps involved in exporting and respective requirements

Instructions: For every step involved in the process of exporting, list down a few requirements in the box



Sample Documents

1. SECP Company Registration Certificate

 SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN
COMPANY REGISTRATION OFFICE, KARACHI

CERTIFICATE OF INCORPORATION

[Under section 32 of the Companies Ordinance, 1984 (XLVII of 1984)]

Corporate Universal Identification No. **0081357**

I hereby certify that XXX XXXX (PVT.) LIMITED is this day incorporated under the Companies Ordinance, 1984 (XLVII of 1984) and that the company is limited by shares.

Given under my hand at Karachi this Tenth day of October, Two Thousand and Twelve.

Fee Rs. 5,000/-




XXX XXXX
Joint Registrar of Companies
Karachi

2. National Tax Number (NTN) Certificate

CBR
PAKISTAN

Revenue Division
Central Board of Revenue
Government of Pakistan

NATIONAL TAX NUMBER CERTIFICATE
(Issued under section 20 of the Finance Act, 1999)

OTHER BUSINESSES

National Tax Number (NTN): XXX XXXX

Name: XXX XXXX KARACHI

Address: XXX XXXX
KARACHI

Status/Nature: Business Individual

CNIC/Firm Reg./Company Inc. Number: /New NIC XXX XXXX

This Certificate shall be prominently displayed at a conspicuous place of the premises in which business or work for gain is carried on. It is also required to be indicated on the signboard where it is affixed.

Total Number of Businesses: Two

Date of Issue: 03/08/2007

NTN

CBR PAKISTAN
P.O. Box 1000, Islamabad
Phone: (032) 911 111, 227 027

3. Chamber of Commerce Registration Certificate

Book No. B 011 X Serial No. B 1151 X

MEMBERSHIP CERTIFICATE

MEMBERSHIP NO. 84572

Name & address of Chamber Association: Karachi Chamber of Commerce & Industry
K/WH-2/TIMAR ROAD, OFF. SHANBA-4/CHAGIAT, KARACHI-74000, PAKISTAN

(Affiliated with the Federation of Pakistan Chambers of Commerce & Industry)

CERTIFIED that XXX XXXX
XXX XXXX Building, Syed Tahir Saifuddin Road, Karachi: 74200

G.S.T. No. NTN. No. XXX XXXX

is a member of this Chamber Association

THIS CERTIFICATE shall be valid upto the **31-MAR, 2012** unless (date) otherwise notified to the NTN / GST Registration authority / Scheduled Bank concerned.

Given on this **6th** day of **APR**, 20 **11**...

Signature of Secretary General: [Signature]

Countersigned by: [Signature]
TALAT MAHMOOD
SENIOR VICE PRESIDENT

4. Proforma Invoice

XXXXXXXXXX PRINTERS
 XXXXXXXXXXXXXXXX66, Street No.4, Haroonabad SITE, Karachi
PERFORMA INVOICE

Date: 23 June 2010

SELLER: XXX-1 Printers
BUYER: Fatani Impex (Pvt) Ltd
SHIPMENT TERM: FOB
PAYMENT TERM: 60 Days From Acceptance Date
ITEM: Woven Label and Printed Label

S.No.	DESCRIPTION	QTY	RATE	VALUE
1	PRINTED SATIN CARE LABEL	10900	3.75	40,875.00
2	JOKER TAG	12221	2.00	24,442.00
3	VENDOR LABEL	131267	0.60	78,760.20
4	HANG TAG	3780	3.40	12,852.00
5	TRINGLE LABEL WOVEN	6865	5.15	35,354.75
6	BACK LABEL WOVEN	5104	0.80	4,083.20
7	WOVEN LABEL (OLD)	3811	1.00	3,811.00
8	PRINTED SATIN LABEL (OLD)	30000	1.50	45,000.00
				-

Delivery: 10th July 2010

VALUE EXCL. SALES TAX	245,178.20
SALES TAX 17%	6,339.98
VALUE INCL. SALES TAX	251,518.18

PAYMENTS: Confirmed irrevocable letter of credit in favour of **M/s United Printers**. Shed No.1, Plot D-266, Street No.4, Haroonabad SITE, Karachi.

BANK: NIB Bank Ltd, SITE Branch, Karachi

ACCOUNT NO. 0007-XXXXXXXXXXXXXX

PARTIAL SHIPMENT: Allowed

OTHER TERMS: LC should be freely negotiable with any Bank on presentation of documents. All Bank charges/Discrepancy Charges/Negotiating charges will be paid by opener. Documents at the counter of negotiation Bank no prior acceptance of opening Bank Required while Negotiation. Beneficiary's manually signed draft drawn on opener at 60 days from letter of acceptance Date for full invoice value of shipment.

Thanking You

5. Certificate of Analysis



XXXXXXXXXXXXX PHARMACEUTICAL INDUSTRIES

DEPARTMENT : Quality Control		LOCATION: Chemical Section	
CERTIFICATE OF ANALYSIS(Finished Product)			
TITLE: ECCO-40mg (Esomeprazole Magnesium Trihydrate Enteric Coated Pellets eq. to Esomeprazole40mg)		DOCUMENT # QC/COA-C/107	REFERENCE USP
VERSION # Issue 00	EFFECTIVE DATE: 01-10-2018	NEXT REVISION DATE: 01-10-2021	Page #: 1 of 1

Batch Size	: 15,200 Packs	QC.NO (Finished)	: FP160/18
Pack Size	: 2 x 7's	Batch Number	: ECC-003
Mfg.Date	: 05-2018	Expiry Date	: 05-2021
Tested on	: 29-05-18	Release Date	: 29-05-18





Sl.#	TESTS	SPECIFICATION	RESULTS
1.	DESCRIPTION	ECCO Capsules contain off-white spherical shaped enteric coated pellets filled in hard gelatin shell having purple color cap and off white color body without any overprinting, blistered in Alu-Alu, and 2 x 7's packed in standard unit carton with provided leaflet inside.	Complies
2.	IDENTIFICATION	Should be comply	Complies
3.	AVERAGE WEIGHT (mg) Filled weight per capsule Wt. of content per capsule	(274± 5%) mg (211± 5%) mg	275.8mg 212.9mg
4.	WEIGHT VARIATION	± 5% of average weight	Complies
5.	LOSS ON DRYING	NMT 5.0%	2.59%
6.	DISSOLUTION	IN ACIDIC MEDIUM NMT 10.0% of labeled amount of Esomeprazole should release in 0.1 N HCl in 2 hours.	3.74%
7.		IN PHOSPHATE BUFFER NLT 80.0% of labeled amount of Esomeprazole should release in phosphate buffer pH 6.8 in 45 minutes.	93.48%
8.	Assay: Each Capsule contains Esomeprazole magnesium trihydrate Eq. to Esomeprazole.....40 mg	40mg/capsule(36-44 mg/ capsule) 90 to 110% of the stated amount of Esomeprazole	41.10mg/capsule 102.75%

Remarks: The product complies with the specifications given in so it is released for Marketing

PREPARED BY: XXXXXXXXXXXXXX (QC Officer)	APPROVED BY: XXXXXXXXXXXXXX (QC Manager)	AUTHORIZED BY: XXXXXXXXXXXXXX (Q.A. Manager)
Date: 29-5-18	Date: 29/5/18	Date: 29/5/18

6. Certificate of Origin

30375-2

Exporter (Name, address and country) XXXXXXXXXXXXXXXXXXXXXXXXXXXX LDK, KATTAR BUND ROAD, THOKAR NIAZ BAIG, MULTAN ROAD, LAHORE, PAKISTAN.		Reference Number: Certificate of Origin  The Lahore Chamber of Commerce & Industry 11, Shera-e-Ahwan-e-Tijarat, P.O. Box 557, Lahore, Pakistan (Designated as an issuing authority by the Govt. of Pakistan)		
Consignee/Importer (Name, address and country) M/S. DAILY LIFE SCIENCES CO., LTD NO. 8A, ST. 371, SANGKAT TEUKTHLA, KHAN SENSOK, PHNOM PENH, CAMBODIA Tel # +85512 735 537 Email: dailylifesciences@vuhon.com		Tel : 042-638538-01 : 042-638537-01 Fax : 042-638854 E-mail : provident@lcci.org.pk : secret@lcci.org.pk web : http://www.lcci.org.pk		
Exporter's membership number 33451C Particulars of transport (as far as known) BY SEA KARACHI-PAKISTAN TO PHNOM PENH PORT, CAMBODIA				
VAT TIN: XXXXXXXXXXXXXXXX				
Marks and numbers	Number and kind of packages	Description of goods	Gross Weight or other quantity	Value
"DAILY LIFE SCIENCES CO. LTD."	18,000 Commercial Packs Packed in 157 Cartons	1. I-Dex 5mg Tablet (Amlodipine as Besylate 5mg) 2. Ecco 40mg Capsule (Esomeprazole Pellets 40mg) DETAIL AS PER INVOICE INVOICE NO. XXXXXXXXXXXXXXXX	382.00 KGS	US \$ 7,800.00
Other information It is hereby declared that the above mentioned goods originate in the country of production and that this declaration appears to be correct.		 Authorized Signatory The Lahore Chamber of Commerce & Industry Authorized signatory Date and date of issue: 06 JUN 2018 Stamp The Lahore Chamber of Commerce & Industry Certifying body		
Exporter's signature: XXXXXXXXXXXXXXXX Name: MANAGDNI PARTNER Designation: MANAGDNI PARTNER Company: XXXXXXXXXXXXXXXX Place: LAHORE, PAKISTAN Date: 31-05-2018				

DOE + GOVT SENSIT - 01
Rev. 4/01

7. Form-E

Declaration to be furnished by exporters pursuant to section 12(I) of the Foreign Exchange Regulation Act, 1947 Read With government ... No.1 (6)-ECS/48 and No.1 (7)-ECS/48 both dated the 1st July, 1948

1- Form-E No Issuance & Date		MCB-2018-0000031190	06/06/2018
2- Trader's Details			
Trader Name	NTN	2019188	
M/s english pharmaceutical industries		3- Bank Details	
Address		Authorized Dealer(Bank)	city Lahore
Link katar bund road thokar niaz baig multan road		Mcb bank limited	
		Branch Name	
		New garden town branch	
4- Consignee Details			
Consignee Name & Address			
Daily life sciences co., ltd Address: No. 8a, st. 371, sangkat teukthla, khan sensok, phnom penh, cambodia		Country	Port of discharge
		Cambodia/kampuchea democratic	Phnom penh
5-Total Invoice Value and Currency		6-Payment Terms	7-Delivery Terms (Inco-Terms)
7800.0000 US \$		Cost, insurance and freight (cif)	Advance payment 100.00%
8-Goods Description		9-Quantity & UOM	
I-den 5mg tablet & ecco 40mg capsule (medicine)		157.00	NO
10-Approving Authority Remarks			
Against adv pyt for usd 7800.00 will be reported in a2o2 for the m/o jun 2018			

Documents covering the goods in the Form-E including full set of bills of lading, railway receipt and/or other documents of title to the goods must be passed through an Authorized Dealer in Foreign Exchange. In no case may they be dispatched direct without prior special/general authority in writing of the State Bank of Pakistan.

UNDERTAKING/DECLARATION BY EXPORTER

An incorrect declaration on this form constitutes an offence under Foreign Exchange Regulation Act, 1947 (VII of 1947).

I/We, hereby declare that I/We am/are the sellers/consignors/exporters of the goods described herein in respect of which this declaration is made out and that the particulars given in this Form-E are true and that the invoice value declared in the Form-E in case of firm contracts is full value as contracted with the buyers/in case of consignment sale is a fair value of goods which are being shipped on consignment sale. I/We undertake that I/we shall deliver to the bank mentioned above the foreign exchange proceeds resulting from the export of these goods on the due date for payment or within six months from the date of shipment/dispatch whichever is earlier. In the event of consignment sale we undertake to furnish to the above bank a fully documented account sale certified by the consignees /Chamber of Commerce of the country of import or any other documents required by the State Bank of Pakistan. I/We declare that nothing material or relevant to the information given in this Form has been omitted or suppressed and whatever is stated herein is true to my/our knowledge and belief. I/We undertake to submit to the Authorized Dealer whose name appears in the Form-E within fourteen days of shipment the documents for negotiation/for sending on collection.

CERTIFICATE OF AUTHORISED DEALER

Certified that the above exporter(s) is/are known to us, that he/they is/are bonafide businessman/businessmen in Pakistan and that he/ they has/have made arrangements with us for the realization of the export proceeds, of the goods declared on this form, on the due date for payment or within six months from the date of shipment/posting, whichever is earlier, in accordance with the State Bank's Notification No. FE 3/2001SB dated the 28th September, 2001 and that we are satisfied with said arrangements. We have also satisfied ourselves about the bonafides of the importers/consignees abroad and their credentials etc.

X

COMMERCIAL INVOICE.

P E X (PVT) LTD.

KORANGI INDUSTRIAL AREA, KARACHI, PAKISTAN
PHONE NO. 021-51 21434

COMMERCIAL INVOICE NO. 011/09-10 DATE: 21-Sep-09
Shipped in good order and condition per EMIRATES AIRLINE
HAWB NO: TSA/AIR-4737 DATE 19-Sep-09 MAWB NO: 125-8001 7254
From KARACHI to NEW YORK / U.S.A. for account and risk of
Messrs GERTEK, INC
235 MAMARONECK AVE., STE. 205 WHITE PLAINS, NY 10605
(U. S. A.)

Form "E" No.	AHRB-00012	XXXXXX	DATE	18-Sep-09	U / Price	A MOUNT
Packages	Quantity	Description of Goods &/or Services			USD / PC	USD
CARTONS	UNITS	STYLE	UNITS	IPO NO	PO'S	
		MENS DENIM COVERED BY PURCHASE ORDERS 16317 (MEN WOVEN DENIM JEANS)				
		5034AH09	4856	189006	16317	\$6.00
248	4856					\$29,136.00
248	4856					\$29,136.00
DEPARTMENT: 807						
MARKS AND NOS.						
FRONT MARKING:			FABRIC COMPOSITION:			
FROM: FATANI IMPEX (PVT) LTD. PLOT NO. H2/II, SECTOR 5, KORANGI INDUSTRIAL AREA, KARACHI, PAKISTAN SHIP TO: AEROPOSTALE INV. C/O AMERICAN DISTRIBUTION 2 BRICK PLANT ROAD, SOUTH RIVIT NJ 08882			100% COTTON COLOR: MED WASH TOTAL VOLUME: 15.868 CBM TOTAL GROSS WEIGHT: 3790.000 KGS. TOTAL N E T WEIGHT: 3542.000 KGS.			
SIDE MARKING:			MANUFACTURED BY: FATANI IMPEX (PVT) LTD ADDRESS: PLOT NO. H2/II, SECTOR 5, KORANGI INDUSTRIAL AREA, KARACHI - PAKISTAN			
MADE IN PAKISTAN AEROPOSTALE PO# AEROPOSTALE STYLE#: 5034AH09 COLOR: SIZE RANGE: PIECES MEASUREMENT: NET WEIGHT: GROSS WEIGHT: CARTON # OF						

Amount Charable
US DOLLAR TWENTY NINE THOUSAND ONE HUNDRED THIRTY SIX ONLY...

Terms of payment : Documentary Credit No. N1008XXXXXX

Buyer's bank BANK LEUMI USA,
564 FIFTH AVENUE, NEW YORK, N.Y. 10036

Bankers : ARIF HABIB BANK LIMITED,
MAIN BRANCH, I. I. CHUNDRIGAR ROAD, KARACHI, PAKISTAN.

we FATANI IMPEX (PVT) LTD., Karachi hereby declare that the
description stated in respect of the said goods are true and correct
certified that the merchandise are of PAKISTAN ORIGIN.

FOR FATANI IMPEX (PVT) LTD.

DIRECTOR

8. Commercial Invoice

XXX ENTERPRISES

Item	Description	Quantity	Unit Price	Total Price
1
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9. Packing List

XXX ENTERPRISES

Invoice #		GEI56XXXXXXXXXXXX		PACKING LIST			Shipping Mark				
Dated		Feb/05/2014					Size / Weight / Qty				
BY AIR		N. Wt 1239 Kgs		Form "E" ABL # -----			Description				
G. Wt 1089 Kgs		Sr/No.s Of Ctn 1 To 73		Form "E" Dated : -----			Carton # 1 To 73				
		Miss Ctn 0		NTN # -----			Shipped Ctn 73				
				Shipped Ctn 73			Shipped 5040 Pcs				
Payment Terms : Advance Payment Received											
By Air : Manchester UK Air Port Delivery Prepaid											
Through ; Allied Bank Limited Model Town, Lahore Pakistan											
Notify Party :XXXXXXXXXXXXtd , 54 Evesham Grove Ashton-Under-Lyne Lancashire (Code) U.K											
Consignee: Zain Fashion Ltd				Air Way Bill # PK				Flight #			
Sr. #	Nos Of Ctn	Pcs /Ctn	Total Pcs	Style #	Quality	Item	Colour	Size	Net Wt.	Gross Wt.	
1-5	5	72	360	Floso	50/50 PC	Mens Thermal T/Shirt	Charcoal	2X-Large	84.400	94.400	
6-7	2	72	144	Floso	50/50 PC	Mens Thermal T/Shirt	Denim	X-Large	32.780	36.780	
8-12	5	72	360	Floso	50/50 PC	Mens Thermal L/Johns	Denim	Small	77.500	87.500	
13-17	5	72	360	Floso	50/50 PC	Mens Thermal L/Johns	Denim	Medium	79.100	89.100	
18-22	5	72	360	Floso	50/50 PC	Mens Thermal L/Johns	Denim	X-Large	82.900	92.900	
23-27	5	72	360	Floso	50/50 PC	Mens Thermal L/Johns	Denim	2X-Large	88.600	98.600	
28-31	4	72	288	Red	50/50 PC	Mens Thermal V T/Shirt	White	Medium	54.000	64.000	
32-37	6	72	432	Red	50/50 PC	Mens Thermal V T/Shirt	White	Large	85.080	97.080	
38-39	2	72	144	Red	50/50 PC	Mens Thermal V T/Shirt	Charcoal	X-Large	33.200	37.200	
40-43	4	48	192	Red	50/50 PC	Mens Thermal V L/Sleeve	White	Large	57.440	55.440	
44-48	5	48	240	Red	50/50 PC	Mens Thermal V L/Sleeve	Charcoal	Large	55.000	65.000	
49-51	3	72	216	Red	50/50 PC	Mens Thermal L/Johns	Charcoal	Small	42.000	48.000	

10. Goods Declaration



GOODS DECLARATION, GD-I				Custom File No.			
<input type="checkbox"/> BILL OF ENTRY		<input type="checkbox"/> BILL OF EXPORT		<input type="checkbox"/> BAGGAGE DECLARATION		<input type="checkbox"/> TRANSHIPMENT PERMIT	
1. IMPORTER'S/CONSIGNEE'S NAME AND ADDRESS THE DESIGNER 85-1 2ND FLOOR F.B. AREA BLOCK 16 KARACHI				2. DECLARATION TYPE CB		3. VALUATION BLUDD	4. PREVIOUS REF NONE
10. IMPORTER'S/CONSIGNEE'S/PASSENGER NAME & ADDRESS EURO BANK ERGASIAS SA TRADE FINANCE - BUILDING E INROSOGLU 6 + A1 PANAGIULI 14234 - H IONIA ATHENS GREECE				5. PAGE 1 OF 1		6. CUSTOM OFFICE MCC Exports, AFU - Expts	7. BANK CODE NONE
15. STR. No / PASSPORT NO & DATE 178042030537				8. RATION NO & DT -		9. DRY PORT ISMARDI 120 & NONE	
16. DOCUMENTS ATTACHED <input type="checkbox"/> INV <input type="checkbox"/> BL/KNW <input type="checkbox"/> CO <input type="checkbox"/> PL				11. DECLARANT (OTHER THAN IMPORTER/EXPORTER) CARGO LINKS 60-FGROUND FLOOR		12. TEL: 02134315481-5	
18. VESSEL MODE OF -				13. BILL. CON. NO & DATE 157-0994-6120 7/23/2018 12:00:00 AM		14. EXCHANGE RATE 180.800000	
19. PORT OF DISCHARGE Athina				20. PLACE OF DELIVERY ATHINA - GREECE		21. CURRENCY NAME & CODE EURO 998	
22. NUMBER OF PACKAGES 32.000				23. TYPE OF PACKAGE CARTONS		24. GROSS WT 328.00000 KG	
25. GENERAL DESCRIPTION OF GOODS LEATHER JACKET (INV78571818-19)				26. PAYMENT TERMS W/A LC		27. TRANSACTION TYPE F&B	
28. IS THE GEAR OR HAZARDOUS GOODS (W/CLASSIFIED HAZARD CLASSIFICATION)?				29. CO CODE Pakistan		30. COUNTRY OF DESTINATION Greece	
31. ITEM NO 1				32. QUANTITY KG 245.0000		33. MARKS/CONTAINER NOS TOMMOX ABRE ATHENS GREECE CARTON 1 - 32	
34. ITEM DESCRIPTION OF GOODS SHEEP LEATHER JACKET FOR LADIES CONSUM 28.35.32 (ITL 120 PCS) (FREIGHT SUBSIDY) (W/P ACCESSORIES USED UNDER SHOULDER)				35. CO CODE Pakistan		36. MARKS/CONTAINER NOS TOMMOX ABRE ATHENS GREECE CARTON 1 - 32	
37. UNIT VALUE Declared Assessed 58.2897 58.2897				38. TOTAL VALUE Declared Assessed 14279.9955 14279.9955		39. CUSTOM VALUE (PKR) Declared Assessed 2153709.3721 2153709.3721	
40. SRO / Test Report No & Dt				41. ITEM NO 2		42. ITEM DESCRIPTION OF GOODS 42(a)	
50. FOB VALUE 14942.0000				51. FREIGHT 238.0000		52. CFR VALUE 14280.0000	
53. INSURANCE 10.0000				54. LANDING CHARGES @ 1%		55. OTHER CHARGES 0.0000	
56. MACBHE NO & DATE RFAE-58-5405 24-07-2018 180.820000				57. TOTAL REBATE CLAIM/PROV. ASSMNT (AS 81)		58. ASSESSED VALUE PKR 2153709.3721	
59. VESSEL RECOVER CODE LEVY				60. AMOUNT (PKR)		61. A.C's name, sig & stamp	
62. A's name, sig & stamp				63. Date of Charge (Sig & Stamp)		64. Bank Stamp	
65. CFID NO & DATE				66. SRO & DATE		67. TOTAL REBATE CLAIM/PROV. ASSMNT (AS 81)	
Total							

This is a system generated document, it does not require signature or stamp as defined in sub-section (44a) of Section 7 of Customs Act 1969

11. Bill of Lading

SHIPPER:
 XXXXXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXXXXX THOKAR
 NIAE BAIG MULTAN ROAD
 LAHORE PAKISTAN

CONSIGNEE:
 M/S DAILY LIFE SCIENCES CO LTD
 NO.8A .ST.371, SANGKAT TEUKTHLA
 KHAN SENSO, PHNOM PENH, CAMBODIA
 EMAIL:DAILYLIFESCIENCES@YAHOO.COM*
 FORM'E'NO: MCB-XXXXXXXXXXXXXXXXXXXX06/06/2018

NOTIFY PARTY:
 M/S DAILY LIFE SCIENCES CO LTD
 NO.8A .ST.371, SANGKAT TEUKTHLA
 KHAN SENSO, PHNOM PENH, CAMBODIA
 EMAIL:DAILYLIFESCIENCES@YAHOO.COM
 VAT TIN:K009-103015175**

PLACE OF RECEIPT: KARACHI - PAKISTAN
 PORT OF LOADING: KARACHI - PAKISTAN

OCEAN VESSEL: SABVA
 VOYAGE NO.: 1745W

PORT OF DISCHARGE: SIHANOUK VILLE
 FINAL DESTINATION: PHNOM PENH, COMBODIA

XXXXXX Freight International
 Int'l NVOCC/Freight Forwarder/Consolidator
 XXXXXXXXXXXXXXXXXXXXXXXX Square (Ext.) Shahrah-e-Liaquat,
 New Challi, Karachi. Tel: 92-21-XXXXXXXXXXXXXXXXXXXX 64,
 E-mail: info@xxx.com Web: www.xxxxxxx

BILL OF LADING

DATE OF ISSUE: 16/06/2018
 B/L NUMBER: CFI:XXXXXXXXXXXX

FOR DELIVERY OF GOODS PLEASE APPLY TO:
 PROTRANS LINE CO LTD
 NO.156A STREET 156, SANGKAT TERK
 LAORK LL KHAN TOUL KORK PHNOM
 PENH. TEL:023 888 852

FREIGHT PAYABLE AT: KARACHI - PAKISTAN
 NUMBER OF ORIGINAL B/L: 3/THREE

MARKS & NUMBERS CONTAINER & SEAL NUMBERS	NO. OF PACKAGES	DESCRIPTION OF PACKAGES AND GOODS PARTICULAR FURNISHED BY SHIPPER	GROSS WEIGHT KILOS	MEASUREMENT CBM
DAILY LIFE SCIENCES CO LTD	157 PKGS	SAID TO CONTAIN TOTAL:157 CARTONS CONTAINING =====	Gross Weight: 382.000 KGS	CBM: 4.0000
		PHARMACUTICAL GOODS =====	Net:Weight: 292.000 KGS	
		INVOICE NO:EPI/EXP/005/2018 *TEL:+85512 735 537 VAT TIN:K009-103015175 **TEL:+85512 735 537	"FREIGHT PREPAID"	
			CFS/CFS LCL/LCL	
CONTAINER NO.SIZE EITU 0613238 /40HC	SEAL NO TBA		All Terminal Charges/Demurrage Etc at the port of discharge Destination as per Line's Tariff & At the Account of Consignee.	
	TOTAL	TEMPERATURE CONTROL INSTRUCTIONS:	NON-NEGOTIABLE	

FREIGHT AND DISBURSEMENTS	RATE AT 1 CBM	PREPAID	COLLECT	EXCESS VALUE DECLARATION REFER TO CLAUSE 6(4)(B) + (C) ON REVERSE SIDE
				RECEIVED by the Carrier the Goods as specified above in apparent good order and condition unless otherwise stated, to be transported to such place as agreed, authorised or permitted herein and subject to all the terms and conditions appearing on the front and reverse of this Bill of Lading to which the Merchant agrees by accepting this Bill of Lading, any local privileges and customs notwithstanding. The particulars given above as stated by the shipper and the weight, measure, quantity, condition, contents and value of the Goods are unknown to the Carrier. In WITNESS whereof one (1) original Bill of Lading has been signed of not otherwise stated above, the same being accomplished the other(s), if any to be void. If required by the Carrier one (1) original Bill of Lading must be surrendered duly endorsed in exchange for the Goods or delivery order.
TOTAL:				

XXXXXXXXXX Freight International

STAMP AND AUTHORISED SIGNATURE
AS AGENT

Payment Methods

Suppose Tetrabytes Computing Ltd plans to sell computers in a lucrative market where it is a new player. It does not mind the risks associated as long as it gets to make some profits. It has yet to build trust with its clients in the destination market.

1. What will be its preferences in terms of the methods of payment?
2. What will be the country risks associated with method of payment?
3. What will be the transit risks associated with the method of payment?
4. What will be the exchange risks associated with the method of payment?

Payment Methods

Export Financing - I

Now suppose Tetrabytes Computing Ltd. (yes, a Pakistani firm) is facing a financial crunch such that it needs financial support at the time of production as well as at the time it is waiting for payments after shipment. Its financial advisor recommends some approaches to improve its finances.

1. Can you name the stages at which it can avail financing?
2. Can you name some of the options under different stages available?
3. Can you name some institutions that can provide it with financial assistance for exporting?

Export Financing - II

Now suppose Tetrabytes Computing Ltd has gained such recognition that it can dictate its terms of payments in the export market.

1. What will be its options?

2. How will the new terms of payments benefit it?

3. What will be the risks associated with its new payment options?

4. What will be the costs on the buyers? How will their terms of payments change?

Module Quiz

Chose the right answer

1. Which of the following method involves the exporter selling the term debt obligation to a third party, usually without recourse to the exporter (exporter receives the money instantly and forgoes the right to future payments) as the lender takes the risk of non-payment by the exporter.

- A. Forfaiting B. Factoring C. Letters of Credit D. Advance Payment

2. Which of the following provides a bank guarantee to the exporter of the payment being made and allows the importer to make a payment at a later date.

- A. Advance payment B. Consignment method C. Document against acceptance
D. Letters of credit

3. Which of the following is likely to be the least secure form of payment for the exporter?

- A. Advance payment B. Letters of Credit C. Consignment method
D. Cash on delivery

4. Consider the following scenario: Speedy Clothing Ltd provide their goods on credit. They often provide favorable terms to their buyers, have limited control on payments received, have high exposure to transit costs and delays and are often facing exchange rates risks. Which of the following payment terms do you believe is Speedy Clothing Ltd offering?

- A. Advance payment C. Open account
B. Letters of Credit D. Documents against acceptance

5. Suppose Tornado Chipmakers are requiring new investment in machinery, plant and equipment in lieu of their expected gains in export sales. Which financing facility would you recommend for them to obtain to undertake the new investment?

- A. Export Finance Scheme from SBP B. Long-term Financing Facility from SBP
C. Financing against export incentives D. Short-Term Financing Facility from SBP.

Target market, segmentation, and positioning

Exercise

Instructions: Match the two columns by drawing a line between the Product with the market segment



Mercedes-Benz



HONDA



Marketing Mix

Exercise

Instructions: Spot the Ps of marketing in the following posters



door delivery
7am - 12 pm

"The Taste" ...
@ ANANYA'S NEST
Saibaba Colony, Coimbatore.

Tasty PURE VEGETARIAN food varieties

- TANDOOR
- SOUTH INDIAN
- CHINESE
- NORTH INDIAN

Ananya's Nest
BUSINESS CLASS RESIDENCE
Bharathi Park Road Cross III, Saibaba Colony, Coimbatore - 641 011.
Ph: 0422 2444040, 94861 36000, info@ananyasnest.com, www.ananyasnest.com

Product Dimensions

Exercise

Instructions: Fill the table at the bottom of the page by analyzing the pictures

1



2



3



S. No	Physical Product	Packaging	Auxiliary Services
1			
2			
3			

Stall Location in a Trade Fair

Exercise

Instructions: Study the stall map and identify the best location for a stall

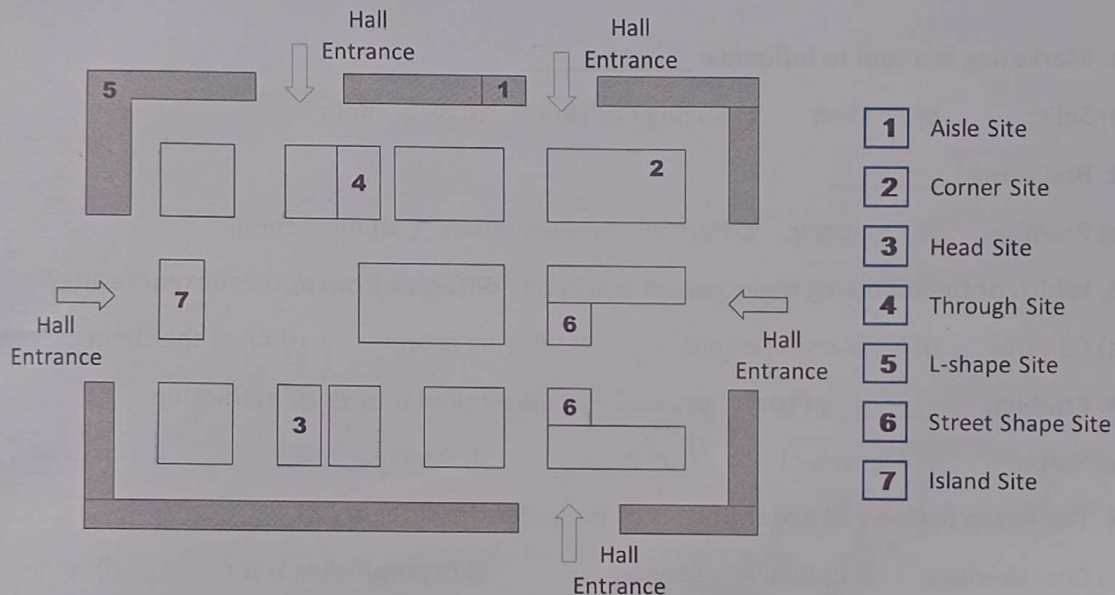


Figure 4. 1: An exhibition stalls plan and choices available

Best location: _____

Why:

Second best location: _____

Why:

Third best location: _____

Why:

Export Marketing

Quiz

Instructions: Choose the right answer

1. Marketing is a tool to influence _____
a) Seller b) Product c) Buying decision d) All of them
2. Brand is a _____
a) Promise b) Company c) Psychological condition d) All of them
3. Which of the following make export marketing different from domestic marketing?
a) Culture b) Legal requirement c) Buying power d) All of the them
4. Product, _____, Promotion, and Place are called four Ps of marketing
a) Purpose b) Placement c) Price d) People
5. The home delivery of water bottles come under the category of _____
a) Core product b) Auxiliary services c) Psychological layer d) None
6. A new exporter better contact a foreign _____ instead of selling directly to the consumer
a) Wholesaler b) Retailer c) Distributor d) Warehouse
7. For researching the foreign markets, an exporter may consult _____
a) trademap.org b) Country reports by WEF c) Trade profiles by WTO
d) All of them
8. The first step in selling through Amazon could be finding a _____
a) Foreign warehouse b) Foreign marketing agency c) Foreign partner
d) All of them
9. Selling on Souk.com requires a trade license in UAE which costs _____
a) Dhs 10,000 b) Dhs 15,000 c) Dhs 20,000 d) Dhs 25,000
10. Following could be very important in a trade fair:
a) Stall location b) Stand behavior c) Product display d) All of them



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