

CGBS-PROJECT REVIEW SYSTEM (PRS) for GCSR – Semester III
PERIODIC PROJECT REVIEW (PPR)

PPR - 1:

About selected Country

- Overview – Geographic location, languages, currency & exchange rate, religions, flag, national anthem, ruling party etc.
- Latest news/ developments in the country

Overview of Industries, Trade and Commerce in the Country of study

- List of Industries
- Contribution of industries in national GDP
- Export-Import statistics
- Major players of each industry with their market share
- Details of selected industry w.r.t. Gujarat: Brief about sub-segments of the industry/ sector, Contribution of selected industry in national GDP, Major players of selected industry and its sub-segments with their market share, Local taxes and duties applicable in selected industry/sector, any special benefits given by state government to the industry

About selected Industry / Sector of country of study

- Overview of selected industry
- Justification for selecting the Industry / Sector in terms of bilateral trade opportunities with India/Gujarat (Literature review from published reports, Ministry of External affairs, National / International reputed organization or any other authentic sources for selecting industry/ product/ sector, List of Web sources/ References)

PPR – 2:

STEEPLED analysis

- STEEPLED analysis of selected sector/Industry in the country of study
- STEEPLED analysis of selected sector/Industry in Gujarat
- Comparative analysis of STEEPLED in tabular form

SWOT analysis of the Industry

- SWOT analysis of selected sector/Industry in the country of study
- SWOT analysis of selected sector/Industry in Gujarat

PPR – 3

About selected state of India

Overview of selected state: Population, official language, ethnic groups, natural resources, transportation connectivity of Gujarat with selected state, major industries, contribution in GDP etc.

Overview of selected industry: Contribution of selected industry in national GDP, Major players of selected industry with their market share, Local taxes and duties applicable in selected industry/sector, any special benefits given by state government to the industry

SWOT analysis of selected sector/Industry in selected state

Findings in terms of comparative analysis of selected industry in Gujarat, selected state (Any other industry in case of nonexistence of selected industry in state) and Country of study w.r.t. specific bilateral trade opportunity **(in tabular form)**

CGBS-PROJECT REVIEW SYSTEM (PRS) for GCSR – Semester IV
PERIODIC PROJECT REVIEW (PPR)

PPR - 4:

a. Description of Business

- Summary of Part-I report
- Brief Introduction of company selected (Name, Location, Registered office, Contact Information, **Product portfolio, Export/Import status, Value Chain analysis**)
- SWOT analysis of selected company / firm (**in terms of International Trade**)

b. Competitive Environment (w.r.t. Gujarat and selected country)

- Porter's five forces analysis for selected industry/sub- segment of product and industry

c. Product/Service

- Brief about selected product / service
- Export and Import data analysis of the selected product/service (volume / value)
- Study of Demand and Supply scenario and relevant analysis to provide a rational justification for importing/exporting/trading in the product/service

PPR - 5:

a. Import/export policies & procedures for SELECTED PRODUCT/SERVICE (w.r.t. Gujarat and selected country)

- Import/Export Norms
- Required documents to be prepared/procedure to be followed
- Mode of entry in to foreign markets
- Supporting Institutes to facilitate export/import
- Shipping & Packaging norms

b. Supply Chain Analysis

PPR - 6:

a. Market Analysis & Marketing Plan (w.r.t. India and selected country)

- STP, 4Ps, IMC, CRM strategies, etc.

b. Break Even Analysis

- Costing of Product and Selling price fixation

c. Projected Financial Statements for next 3 years

- Income Statement
- Balance Sheet

d. Findings and Suggestions

e. Conclusion in terms of Export-Import opportunities w.r.t. selected product/ service between Gujarat and selected country.