

Study Notes on Import & Export Management



The world today cannot be imagined without import and export management. A vital part of every business nowadays is importing goods from a country and exporting to another country. When you and your country cannot manufacture something, that's where international trade comes into play. In fact, the majority of the stuff that we buy and trade in nowadays has been through international trade in some way.

- **Import** – A product or service that is brought into one country from another
- **Export** – A product or service that is sent to another country for sale

This industry is very large as almost the entire world is participating in international trade. However, the fact that you might have not been knowing is that the mere transfer of goods across national boundaries is an extremely complicated and complex activity. In fact, it involves a number of people to facilitate the smooth running of this business.

Three things are extremely crucial in international trade and they are the availability of the goods, price of the goods and finally the status and condition of the goods, e.g.:

- First things first, several goods are imported from a different country for the reason that they are not available at all in a particular country.
- Next off, there are several products that are much cheaper in some other country than in one's own country and this benefits the tradesmen with high-profit margins in the business.
- Third and the last reason for importing products from a different country is simply because some specific products maintain a very reputable status of being luxury or exclusive or say, for that matter, imported.

One's role as an intermediary varies with respect to the type of role you occupy as an agent amid the supply chain of a business & also with the type of company you work for. There are a number of EMCs (Export Management Companies) that manage the international business for companies that lack the facilities and the expertise required to do international trade. If you have exposure to a foreign language and have a decent command of it, then it definitely adds a lot of value to your candidature for an international trade role.

The entire process is not as complicated as it might sound to be. It is basically the transfer of goods from one company to the other. Most domestic companies usually



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outsource their international trade to some sort of EMC. Thereafter the EMCs employ experts who not only take charge of the exports but also market their products abroad and seek potential distributors.

Scope of Import Export Management Career

In order to carry out import and export business efficiently, industries require qualified professionals. With the variety and quantum of companies dealing with international trade, the area has a fair scope for a successful and meaningful career. Export managers and export executives are two prominent designations that are in much demand, especially for marine insurance corporations. Also, an international marketing qualification is extremely fruitful as it has immense potential to further boost your candidature profile. The opportunities are numerous and to name some of them, we have:

- Compliance Manager
- Logistician
- Marketing Manager
- Other senior or junior designations



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