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Abstract

Globalization is leading major changes in the operational environment of industries. The global demand, global customers and global competition requires the big and small, both type of companies for bring innovation and creativity in the product. For the sustainability companies need to respond with activeness and high speed to the market pressure and competitor’s innovation in a control cost and maintained standard. That means, the competitiveness of an industry depends the efficiency and effectiveness of the product which is offered by the industry. Review of literature suggests that companies have used many different ways to sustain superior performance – focus on product standard maintaining, product branding, effective advertisement, strategic alliance and for exporting creating the proper awareness about the EXIM policy and Government rules and so on. Some national and international studies have focused the solution through integrative approach and they tried to enlighten the successfulness by the apliers. Following this configuration approach, this study sets outs its objectives to create a better international marketing strategy for the Indian marine shrimps/prawns. It also try to find out the important variables which are mainly contributing the export growth enhancement for the same product. Finally, it suggests a framework for enhancing the export growth focusing on –branding, advertising and strategic alliance.

The study was conducted in select organizations in the Indian marine shrimps/prawns industry in the sea food sector. The group company under study stands out as a leader in this sector. They are the establish marketer, with a consistent growth in the export market in terms of revenue. A conceptual frame work for enhancing the export market share was developed. The study was conducted in two parts; both the quantitative and qualitative survey study of exporters for cover the marketing strategy and qualitative survey study of experts for cover the policy issues as well as the general marketing issue with this sector. The quantitative study is to understand the correlation and contribution of the variables, with effectively enhance the market
share of the Indian marine shrimps/prawns in the international market. To achieve the objective, that is enhance the market share in international market, hypothesis are created. According the hypothesis the major variables are: branding- product standard, threaten from cheap prawns, domestic market competition, advertisement and promotional activity and price constrain; advertisement and promotion – certification, product details in company’s site; public relation - registered with international website/directory, trade show and buyer-seller meeting; and strategic alliance- FDI inflow, product prominancy, investment environment and joint venture.

For the primary survey, the step has done was taking the feedback form the experts through the organized qualitative questionnaire and also through the interview and discussion. Then the organized quantitative questionnaire has constructed for the exporters. After the pilot study, the field survey has done form the different region of India. For the response of exporters’ questionnaire has considered the top level of manager of the export firm. The questions in the exporters questionnaire covers the impacts of the macro variables- branding, advertisement and promotion, public relation, domestic market competition, product standard, product prominancy, custom procedure, NTBs, Joint venture and FDI inflow on market growth. Simultaneously the impact of micro variables on the macro variables has also been tested. The analysis was used to drawn the conclusion.

Findings from primary survey study were synthesized. The conceptual framework of the study was validated. The study provides an insight into a disciplined approach to implanting and promoting branding, advertisement and promotion and strategic alliance for the export growth in terms of turn over of the Indian marine shrimps/prawns product. A number of important findings are reported: branding and advertisement and promotional activity are the key driver where as the strategic alliance – joint venture and FDI inflow is the key facilitor for export growth of this product. Implication, limitation and future area of the work based on this study are suggested.