CHAPTER VI

FINDINGS, SUGGESTIONS & CONCLUSION

Today's supposed Rainbow Nation looks to some extent like the semi police state which won under politically-sanctioned racial segregation two decades back. In any case, full mix still remains a goal instead of a reality for a large number of its 50 million natives. Despite the fact that it has the biggest economy in the landmass, profound situated issues differentiate starkly with colossal open doors. One of Untraded & Investment’s high-development markets, South Africa is presently piece of the quickly creating BRICS showcases alongside Brazil, Russia, India and China.

Offering a mix of First World foundation and lively market economy, South Africa is seen as an undeniably advanced and lucrative business sector for British organizations, aided by the long-standing frontier ties with the nation.

However a quarter of its populace is unemployed, halfway as a consequence of prohibitive work regulations. An equivalent number live on not exactly £1 every day. Joblessness and imbalance are seen by South Africans as the crucial monetary issues confronting the nation. These components have fuelled wrongdoing and therefore influenced speculation, certainty and development.

Since the times of racial isolation finished in 1994, South Africa has made a quantum jump in increasing a noticeable part in global markets. It has a full grown saving money framework, ample characteristic assets, a business structure not at all like the UK and a generally direct political framework. It is currently positioned in the main 20 nations in worldwide exchange and is an imperative entryway to other African markets. It is likewise seen as an alluring business sector for abroad speculation.

It now spends more than seven percent of its GDP on training – around three times that amid its politically-sanctioned racial segregation day.
The nation has decreased levies and presented other exchange changes. It has organized commerce concurrences with both the European Union and the South African Development Community.

The UK is one of South Africa’s important exchanging accomplices with yearly two-waybusiness worth in overabundance of £7billion year

As World Trade Organization and G-20 member, South Africa has a GDP of 33% of a trillion pounds and a current development rate drifting around three every penny. Administrations make up 66% of the work power with industry taking a quarter and horticulture just around nine every penny. Its key businesses are mining – particularly metals, for example, gold and chromium – and additionally coal and jewels. It is the world's greatest wellspring of platinum. Other key businesses are auto generation, metalworking, apparatus creation, iron and steel, composts, foodstuffs and business boat repair and fisheries, garments and materials, information transfers, vitality, budgetary and business administrations, land, tourism, transportation, and wholesale and retail exchange.

The nation's imports and fares are similarly adjusted at around £60 billion. The UK takes around seven every penny of South African trades. The nation's boss client is China

South Africa is differing not simply as far as its kin, dialects and geology additionally the extent that business, exchange and venture opportunities are concerned. Working together depends all that much on area since the regions of Gauteng, KwaZulu-Natal, and the Western Cape represent 65 percent of the nation’s GDP. Gauteng is the financial center point. Based around Johannesburg, it speaks to only 1.4 every penny of the nation's territory zone however represents 34 every penny of GDP.

Johannesburg, anticipated to have a populace of 14million or more by the center of the decade, is the local focal point of different segments including IT, back, media, land, private health awareness, transport and a light relaxation exercises market. These alongside assembling and development offer conceivably beneficial open doors for British organizations.
The Western Cape, contributing around 15% of GDP, is encountering an IT blast. Configuration work and the inventive part additionally have in number vicinity. Presently a prominent film area, the quantity of film generation organizations has climbed from five to 150 or more in 10 years.

KwaZulu-Natal, in charge of around 17% of GDP, is fixated on Durban and Richards Bay, two of the greatest ports anywhere in Africa. Durban, South Africa’s third biggest city is the busiest port in the whole mainland. Pietermaritzburg offers impetuses to speculators, for example, rebates on power and waste gathering and refunds on rates.

The fundamental goal of this study was to break down the determinants of fare investment of assembling firms in India. A comprehension of the determinants of fare investment is focal in securing aggressive quality of East African assembling firms in the worldwide business sector. In place for East African assembling firms to accomplish worldwide intensity, they have to have a sign of the elements that impact their fare cooperation. The outcomes utilizing probityesteemaction strategy show that capital, outside possession, instruction level of the director and preparing in Uganda, capital, preparing of laborers and extent of untalented specialists in Kenya, and firm size and remote proprietorship in Tanzania, absolutely impacts trade investment of assembling firms. A few approach suggestions emerge from these discoveries. Initially, to advance fares, India ought to outline methods to develop little firms into vast ones; measures could incorporate credit assurance plans for little and medium firms, expense occasions for joint endeavors and mergers, and so forth. Second, the Ugandan and Kenyan governments ought to give impetuses to capital imports, for example, keeping up the current zero rating of capital imports.

Key findings:-
The primary and the essential explanation behind fare are to win remote trade. The remote trade brings benefit for the exporter as well as enhances the financial state of the nation.

Furthermore, organizations that fare their merchandise are accepted to be more solid than their partner local organizations accepting that sending out organization has survive the test in meeting global principles.
Thirdly, free trade of thoughts and social learning opens up tremendous business and exchange open doors for an organization.

Fourthly, as one begins going to clients to offer one's products, he has a chance to begin investigating for more up to date clients, best in class machines and merchants in outside terrains.

Fifthly, by trading products, an exporter additionally gets to be sheltered from counterbalance absence of interest for regular items.

Ultimately, global exchange keeps an exporter more focused and defenseless against the business he exporter may have business bust in a segment while at the same time seeing a bust in an alternate part.

Doubtlessly in the period of globalization and liberalizations, Export has been the fate of the most lucrative business in India. Administration of India is likewise supporting exporters through different motivations and plans to advance Indian trade for meeting the quite required necessities for importing advanced innovation and embracing new innovation from MNCs through Joint endeavors and joint effort.

DO guarantee your keystone individuals are ‘marked on’ the Plan.

Benefit look for exhortation – and test your Export Plan with counsels.

DON’T make cumbersome report that remaining parts static.

DO audit the Export Plan frequently with your staff and counsels.

DO appoint obligation to staff for individual undertakings.

DON’T utilize far-fetched timetables. Audit them frequently – they regularly slip.

DO make situations for changed circumstances – take a gander at the "waifs" for changes in the business environment from minor to real moves instigating. Egg. Changes of government new import charges.

Do adhere to an incorporated timetable that draws together the exercises that makeup the Export Plan.
DO verify that you have the human and monetary assets important to execute the Export Plan. Guarantee existing clients are nudism.

Numerous first time exporters or firm administrators accept the myths about sending out that it's excessively troublesome or too excessive, making it impossible to offer their item in a remote nation. Anyhow given underneath the portion of the imperative truths that will help first time exporters topaz all his confusions.

1. Myth: Aim Too Small to Export

Just vast firms with name distinguishmint, plentiful assets, and formal fare divisions can send out effectively.

Beyond any doubt vast firms ordinarily represent significantly more aggregate fares however the genuine truth is that larger part of trading firms in many nations are little and medium-sized ventures (SMEs).

2. Myth: I Cannot Afford to Export

I don’t have the cash for procuring networkers, for showcasing abroad, or growing creation for new business.

There are different ease approaches to market advance abroad, handle new fare requests, and money receivables. This does not oblige contracting new staff or setting up a fare office. At next to zero expense for instance, you can get item and nation statistical surveying, overall business sector introduction, produce exchange leads, and find qualified abroad merchants through different Commodity Boards and Export Promotion Councils.

3. Myth: I Cannot Compete With Large Overseas Companies

My items are obscure and my costs are too high for remote markets.

On the off chance that the item is known in the household advertise then its or more point yet even an obscure item can be traded in a remote business sector. Low request of an item doesn't shows that it will be likewise not acknowledged in the worldwide business sector.

Cost is likewise an imperative, yet it is by all account not the only offering point. Other aggressive variables assume a huge part including quality, administration, and shoppertaste these
may override cost. Additionally costs of an item maynote generally high in nations with in number cash.

4. Myth: Exporting is Too Risky

I might not get paid.

Offering anywhere has dangers even in the household market, yet can be decreased with sensible insurances. To guarantee you get paid, utilization Letters of Credit (LCs). A LC is a letter form a bank ensuring the purchaser’s installment to the dealer will be gotten on time and forth right sum. In case the purchaser is not able to make installment on the buy, the bank will be obliged to cover the fuller remaining measure of the buy. Legitimate documentation can minimize the danger connected with the fare business.

5. Myth: Exporting is Too Complicated

Exporting out is excessively entangled; I won’t comprehend the laws and documentation necessities.

You don’t have to be a specialist to export. There is a wealth of assets accessible online that helps the first run through exporter about alliances and out of the fare operations. Administration of India and its related or gas like Commodity Boards and Export Promotion Councils likewise give rules to the exporters.

Fare valuing is the most vital figure for advancing fare and confronting global exchange rivalry. It is vital for the exporter to remember the costs down keeping all fare advantages and costs. In any case, there is no altered equation for fruitful fare valuing and is vary from exporter to exporter relying on whether the exporter is a trader exporter, arm maker exporter or sending out through canal ailing org.

Like any business exchange, dangerous additionally connected with great tubesent out in ane abroad market. Fare hazarding universal exchange is very unique in relation to dangers include in local exchange. Along these lines, it gets to be essential to all the dangers identified with fare in global exchange within additional measure and with legitimate danger administration.

The various types of export risks involve in an international trade areas follow:
Credit Risk

Here and there in light of huge separation, it gets to be troublesome for an exporter to confirm the reliability and notoriety of a merchant or purchaser. Any false purchaser can build the danger of no installment, late installment, or even clear extortion. Thus, it’s important for an exporter to focus on the financial soundness of the outside purchaser. An exporter can look for the assistance of business firms that can give aiding credit checking of remote organizations.

Poor Quality Risk

Exported merchandise can be dismissed by a merchant on the premise of low quality. So it is constantly prescribed to appropriately check the productstube traded. In some cases, the purchaser or merchant raises the quality issue just to put weight on the exporter to attempt and arrange a lower cost. In this way, it is ideal to permit a review method by a free examination organization before shipment. Such an assessment ensures both the merchant and the exporter. Review is ordinarily done at the appeal of the shipper and the expenses for the assessment are borne by the merchant. It might be arranged that the cost is incorporated in the agreement cost.

Then again, it might be a smart thought to ship maybe a couple tests of the merchandise being created to the shipper by a universal dispatch organization. The last item delivered to the same gauges is constantly hard to decrease.

Transportation Risks

With the development of products starting with one landmass then onto the next, or even inside the same mainland, merchandise faces numerous perils. There is the danger of robbery, harm, and perhaps the products not by any means touching base whatsoever.

Logistic Risk

The exporter must see all parts of worldwide logistics, specifically the agreement of carriage. This agreement is drawn up between the shipper and transporter (transport administrator). For this reason, the exporter may allude to Incoterms2000, Coproduction.
Legal Risks

Global laws and regulations change regularly. In this manner, it’s critical for an exporter to draft an agreement in conjunction with a legitimate firm, accordingly guaranteeing that the exporter’s advantage is dealt with.

Political Risk

Political danger emerges because of the progressions in the legislature strategies or insecurity in the administration part. So it’s critical for an exporter to be always mindful of the arrangements of outside governments with the goal that they can change their promoting strategies in like manner and make the vital moves to anticipate loss of business and venture.

Unforeseen Risks

Unforeseen hazard, for example, terrorist assault or characteristic catastrophe like a tremor may cause harm to traded items. It’s along these lines vital that an exporter guarantees a power majeure provision in the fare contract.

Exchange Rate Risks

Conversion scale danger is happens because of the vulnerability later on estimation of a money. Trade danger can be kept away from by embracing Hedging plan.

Export Risk Management Plan

Hazard administrations procedure of pondering all potential undesirable results before they happen and setting up measures that will doddle them. There are six fundamental components of the danger administration process:

Establishing the context

- Identifying the risks
- Assessing probability and possible consequences of risks
- Developing strategies to mitigate these risks
- Monitoring and reviewing the outcomes
• Communicating and consulting with the parties involved

Danger administration arrangement helps an exporter to grow a danger profile for outside business sector. For little fare business, an exporter must keep his danger administration examination clear and straightforward.

Export Risk Mitigation

Fare hazard alleviations are the different methodologies that can be received by an exporter to stay away from the dangers connected with the fare of products.

• Direct Credit: Export Credit Agencies support exports through the provision of direct credits to either the importer or the exporter.
  - Importer: abuyer credit is provided to the importer to purchase goods.
  - Exporter: makes deferred payment sale; insurance used to protect the seller or bank.

• Guarantees
  - Bid bond (tender guarantee): protects against exporter’s unrealistic bid or failure to execute the contract after winning the bid.
  - Performance bond: guarantees exporter’s performance after contract assigned.
  - Advance payment guarantee (letter of indemnity): in the case where an importer advances funds, guarantees refund if does not perform.
  - Standby letter of credit: issuing bank promises to pay exporter on behalf of importer.

• Insurance
  - Transportation insurance: Covers goods during transport; degree of coverage varies.
  - Credit Insurance: Protects against buyer insolvency or protracted defaults and/or political risks.
- Seller on-compliance (credit insurance): Covers advance payment risk.
- Foreign exchangerisk insurance: Provides against exchange risk.

- Hedging
  Instruments used to Hedge Price Risk
  - Stabilization programs and funds.
  - Timing of purchase/sale.
  - Fixed price long-term contracts.
  - Forward contracts.
  - Swaps

An essential stage in the wake of assembling of products or their acquirement is their planning for shipment which includes bundling and naming of merchandise to be traded. Fitting bundling and naming makes the last item look appealing as well as spare an enormous measure of cash by sparing the item from wrong taking care of the fare process.

Packaging

The essential part of bundling into contain, ensure and protect an item and also support in its taking care of and last presentation. Bundling likewise alludes to the methodology of configuration, assessment, and creation of bundles. The bundling could be possible inside the fare organization or the employment can be appointed to an outside bundling organization. Bundling gives taking after profits to the products to be sent out:

- **Physical Protection** – Packaging provides protection against shock, vibration, temperature, moisture and dust.

- **Containment or agglomeration** – Packaging provides agglomeration of small objects into one package for reason of efficiency and cost factor. For example it is better to put 1000 pencils in one box rather than putting each pencil in separate 1000 boxes.
- **Marketing**: Proper and attractive packaging plays an important role in encouraging a potential buyer.

- **Convenience**: Packages can have features which add convenience in distribution, handling, display, sale, opening, use, and reuse.

- **Security**: Packaging can play an important role in reducing the security risks of shipment. It also provides authentication seals to indicate that the package and contents are not counterfeit. Packages also can include anti-theft devices, such as dye-packs, RFID tags, or electronic article surveillance tags that can be activated or detected by devices at exit points and require specialized tools to deactivate. Using packaging in this way means loss prevention.

**Labeling**

The essential part of bundling is to contain, ensure and protect an item and also support in its taking care of and last presentation. Bundling likewise alludes to the methodology of configuration, assessment, and creation of bundles. The bundling could be possible inside the fare organization or the employment can be appointed to an outside bundling organization. Bundling gives taking after profits to the products to be sent out:

Labeling product provides the following important information:

- Shipper’s mark
- Country of origin
- Weight marking (in pounds and kilograms)
- Number of packages and size of cases (in inches and centimeters)
- Handling marks (international pictorial symbols)
- Cautionary markings, such as "This Side Up."
- Porto entry
- Labels for hazardous materials
Marking of an item additionally gives data like how to utilize, transport, reuse, or discard the bundle or item. With pharmaceuticals, nourishment, therapeutic, and synthetic items, a few sorts of data are required by governments.

It is ideal to pick quick colors for naming reason. Just quick colors ought to be utilized for marking. Fundamental information ought to be in dark and auxiliary information in less striking shading; red and orange etc. For nourishment stuffed in sacks, just safe colors ought to be utilized, and the color ought not to get through the pressing in such a route as to influence the products.

**IS Certification**

Indian Standards Institute now known as Bureau of Indian Standards (BIS) is an enrolled society under Government of India. BIS principle capacities incorporate the advancement of specialized benchmarks, item quality and administration framework accreditations and shopper undertakings. Established by Professor PC. Matalan obis in Kolkata on seventeenth December, 1931, the organization picked up the status of an Institution of National Importance by demonstration of the Indian Parliament in 1959.

**A-Mark Certification**

A-Mark is an acronym for Agricultural Marketing and utilized to confirm the sustenance items for quality control. A-Mark has been commanded bother quality benchmarks including then on fabricating standard ISO 9000.

**Benefits of IS A-Mark Certification**

Items having ARE Certification imprint earmark are not needed to be examined by any office. These items don’t fall inside the domain of the fare review orgs system. The Customs Authorities permit fare of such merchandise regardless of the fact that not joined by any reshipment investigation authentication, if they are overall fulfilled that the products conveys Certification or the A-Mark.

**In Process Quality Control (IPQC)**

In Process Quality Control (IPQC) assessments basically accomplished for designing items ands connected at the different phases of generation. Units affirmed under IPQC arrangement of in
Self Certification Scheme

Under the self Certification Scheme, expansive exporters and producers are permitted to assess their item without including whatever other gathering. The office inaccessible toymakers of designing items, synthetic and associated items and marine items. Endorsement toward oneself is given on the premise that the exporter himself is the best judge of the nature of his items and won't permit his notoriety to be ruined in the worldwide market by trading off on quality. Affirmation toward oneself Schemes conceded to the exporter for the time of one year. Exporters with demonstrated notoriety can acquire the authorization for self accreditation by presenting an application to the Director (Inspection and Quality Control), Export Inspection Councilor India, eleventh Floor, Pragmatic Tower, 26 Rajendra Place, and New Delhi.

ISO9000

The discourse on examination declaration and quality controls deficient without ISO9000. Created in 1987, ISO9000 is a progression of global guidelines that has been acknowledged worldwide as the standard guaranteeing high caliber of merchandise. The current form of fish 9000 is ISO 90002000.

- The interest for Indian purchaser items like Indian Religious Idols, Indian Clothing, Indian Sweets, Indian Jewellery, Indian Handicrafts covering 5 noteworthy shopper items is extensive in the South African and Mauritius Market
- Also these are estimated high thus the interest can be met by more Indian organizations opening business there. At present relatively few organizations have opened business
- Both administrations of South Africa and Mauritius have regularly taken the activity to have more exchange fairs and B2B gatherings with nearby and Indian partner
- There exists a substantial potential to do Global Marketing to Indian part of Population of South Africa and Mauritius
- Nearby Traders are charging amazingly high costs for Indian Products.
• Nearby laws and enactments require more modification and advancement so as to advance offer of Indian items.

• Indian Movies, Serials, Mythology CDs, Spiritual books, Musical Instrument's hectare in awesome interest. There stays a substantial business for this merchandise as they are presently sold at high costs.

• Different administrations like Indian Ethnic Costumes, Astrology, AyerVeda, Jewelry, Semi-Precious stones stay to be tapped.

• Extensive portions of Indian populace have never gone by India. There exists an expansive potential to compose religious excursions to Indian part of Population of South Africa and Mauritius.

• India is advanced in the field of medicine compared to South Africa and Mauritius. Therefore there exists a large potential to organize Medical trips to Indian component of Population of South Africa and Mauritius.

• Indian Food and Cuisine is one of the best and tasty foods in the world. Also many couples are working in South Africa and Mauritius. Therefore the scope and market of selling packaged Indian foods exists to a large extent particularly to Indian component of Population.

• Local business organization takes undue advantage of spurious Indian products and markets them at very high prices.

• Internet network contributes in developing and increasing the sale of product and services, especially in far-flung areas of South Africa and Mauritius.

• There is a belief of many Indians that their mortal remains should be immersed in the Gang as their ancestors came from there. A lot of visitors come to India to immerse the ashes. There exists a lot of scope for religious rituals as many are unaware of the methods and can be exploited by the Indian people in the name of religion. Some bilateral efforts by both countries are needed in this direction.

• During marriage, birth, death, opening of new ventures or factories etc. there is demand of Indian priests, which remains to be tapped. There are local priests but there remain a lot of differences.
• Service Industries in the fields of Medical, Educational, Religious, Vast, Musical, and others have great potential to be marketed to the Indian component of Population of South Africa and Mauritius.

• Indians of South Africa and Mauritius look up to Indian fashion. They also are eager to imitate the attire worn by Hollywood actors.

• Indian Cuisine Restaurants, fast foods like VedaPave, Dholes, Ideli-Dose, Nanas, Marathas, Sweets, Nankeens have great potential.

**Suggestions:-**

1. Bilateral Trade fairs must be organized on a continuous basis to promote trade between India, South Africa and Mauritius.
2. Just as China Town exists in every country there should be India Town to market Indian Products in South Africa and Mauritius.
3. Indian Movies and Serials must be made keeping in mind the overseas Indian audiences who look up to India for Fashion, Indian Culture etc.
4. Local laws and legislations need more revision and development in order to promote sale of Indian products.
5. Internet network is considered as a unique marketing tool for Marketing to Indian component of Population of South Africa and Mauritius. Indians must network on internet to gain access to these markets.
6. Various services like Indian Ethnic Costumes, Astrology, AyerVeda, jewelry, Semi-Precious stones remain to be tapped. Jewelry Exhibitions and Trade shows must be conducted frequently.
7. Large segments of Indian population have never visited India. There exists a large potential to organize religious trips to Indian component of Population of South Africa.
and Mauritius. Indian Travel Agents must market their services to these segments by visiting or visioning with Travel Agents of South Africa and Mauritius.

8. India is advanced in the field of medicine compared to South Africa and Mauritius. Therefore there exists a large potential to organize Medical trips to Indian component of Population of South Africa and Mauritius. Indian Hospitals can advertise their services and facilities to tap this market.

9. Indian Food and Cuisine is one of the best and tasty foods in the world. Therefore the scope and market of selling packaged Indian foods exists to a large extent particularly to Indian component of Population of South Africa and Mauritius. Many Indian Restaurants should open branches in these countries.

10. Local business organization takes undue advantage of spurious Indian products and markets them at very high prices. Government intervention is needed and Indian brands that are copied must take cognizance and inform the respective Governments.

11. Tourist Packages and Spiritual Packages as well as Medical Tourism should be considered by Indian Operators.

12. There is a belief of many Indians that their mortal remains should be immersed in the Gang as their ancestors came from there. A lot of visitors come to India to immerse the ashes. There exists a lot of scope for religious rituals as many are unaware of the methods and can be exploited by the Indian people in the name of religion. Some bilateral efforts by both countries are needed in this direction.

13. During marriage, birth, opening of new ventures or factories etc. there is demand of Indian priests, which remains to be tapped. Local priests from here must be informed of the opportunities.

14. Service Industries in the fields of Medical, Educational, Religious, Vast, Musical, and others have great potential to be marketed to the Indian component of Population of South Africa and Mauritius. Efforts should be made by those in respective fields to market their services through visits, internet and online websites.

15. The development of global marketing to Indians in South Africa and Mauritius must come through development of new research to integrate marketing between Traditional marketing tools, Internet, and Indian goods specific marketing, to descendants
of Indians in South Africa and Mauritius and various other countries where a large segment of Indian population resides.

**Directions for future research:-**

There is still wide scope of future research in the direction of implementation of the suggestion. Overview and analysis of the foreign exchange that took place due to the business development in this sector. There can be an evaluation of other industrial and service sectors through which trade can effectively take place between India & South Africa and India and Mauritius.

**Conclusion:-**

On the data analysis and interviews of the participants and my numerous visits to Mauritius and South Africa, it can be concluded that there is considerable scope for business development between India and South Africa for a variety of products like jewelry, Indian sweets, confectionaries, designer wear, religious articles, idols of gods and goddess and various other articles.

It is also concluded that most of the South African from Indian origin are keen to be connected to their Indian roots and family origins back in India and also follow many religious practices and perform various rituals.

If Governments of the both the countries ease the bilateral trade norms, it will be an economic booster to both the economies and bring prosperity to India. The business houses in India can also promote their products through e-commerce as a B2C and pass on the price benefit to the end user thereby generating more business.

Another neglected segment is tourism, tourism has a great business potential and needs to be encased which also serve as an indirect marketing to the Indian Products. Medical tourism is a potential market for Indians as South Africa as a nation is backwards in medical technology as compared to India, which makes it a potential business hub.
Thus at the end it can be finally concluded that the hypothesis Ha i.e. there is large demand for Indian products in South Africa and Mauritius is proved and thus this study shows that there is a large demand for Indian products and is potential business market.