Every organization is guided by the vision of its top management comprising of a CEO along with the Board of Directors as well as the different profit centre heads. It is the vision of these people that is able to recognize profitable business opportunities for different products in various international markets after scanning the international business environment. Top management needs to visualize how the product can be evolved to suit the emerging needs of its customers worldwide. In order to become a global leader the focus is not only on customer satisfaction but on customer pampering almost to the extent of spoiling him with delivery of your brand promise and extremely high level of customer service.

It is obvious therefore, that any organization that aspires to become a global leader must come out with products and services that create good value for the customers on consistent basis. Products have to be of very high quality and must also be good value for money for the customers. Customers must look forward to the new product introductions of the company. They must have faith that they will get the latest and the best from their favourite manufacturer. An element of trust, respect and pride of ownership needs to be generated in international business in order to succeed in generating an emotional bond with the customers. This will require continuous focus on research and development coupled with value engineering as the objective now is to make products better and inexpensive on an ongoing basis in order to beat the competition that is always a reality in international business.

Following are the variables that guide the direction of any organization’s international business growth:

- Opportunities offered by the International Business Environment
- Vision of the CEO and the other critical people associated with the organization’s business.
- Customers and Consumers
- Competition within the markets
- Resources available with the organization
• Value system followed by the critical people associated with the organization’s business

International Business Environment: Scanning the opportunities available in the international business environment is extremely important. CEO and the top management must have the required vision and abilities for leading and guiding the growth in the industry to which they belong. You have to be a leader in design and efficient production of products and services that are needed and preferred in the markets across the globe. Invariably the business ideas are good but their execution is faulty. Sense of timing and great execution are the two secrets of success in international business growth. A great amount of teamwork and goal congruence is required at all levels across the organization’s hierarchy. Top management needs to have a clear vision of the shape of things to come. It should be able to gear the organization towards meeting the future business challenges successfully in the market place. It is obvious therefore that an organization that successfully creates and sustains the Knowledge leadership effectively goes on to predict the future business trends accurately sometimes by leading innovation in the industry to which it belongs.

Corporate Vision, Mission and Goal Statement: Vision is about where you want to reach and what you want to achieve. It reflects excellence, leadership and a worthwhile purpose. It is mostly qualitative in nature. Mission is what you need to do on an ongoing basis for accomplishing your vision. It can be both qualitative and quantitative. Goals have to have SMART values (Specific products, Measurable performance, Achievable goals, Realistic targets and Time - bound) and they can be short, medium and long term. This can be very well explained through an example, you feel that Mount Everest can be conquered and that is your vision. You may or may not be the first one to have this vision. You do not actually see Mt. Everest while living in Mumbai but if you conquer it then you generate respect for yourself in the society and that is the worthwhile purpose behind this vision. In order to accomplish this you start acquiring all the knowledge, attitudes, skills and habits to empower you for your success. Mission mainly deals with the activity and in order to convert this into accomplishment you need short, medium and long term goals.

Customers, Consumers and Competitors; these are the pressure groups that give any business the lift. They force an organization to excel and therefore any organization that is geared to face the
challenges posed by these pressure groups successfully is bound to succeed in the global markets.

**Resources:** The basic resources needed by any organization are Men, Money and Minutes (3M). If you think harder then you will soon know that if you have the right men then they will be able to raise money creatively at low cost and also employ the best business processes too to ensure efficiencies in the business at all levels. So the 3M reduces to 1M and let us take a closer look at this resource. Every business has people associated with it; internally e.g. employees as well as externally e.g. customer’s suppliers, stake holders and society at large. Selection of these people is important for a business to grow on to take the leadership position at the global level. The process of selection is guided by the vision and mission of the organization.

**Values:** The employees guided by the vision and mission of the top management and their business strategies and business policies create a strong character of the company (C), and when this invincible character is guided by ethical Values that create respect for the business only then a company starts its journey towards achieving the global leadership position.

Potential benefit has to weighted by the respective company for the desired commitment as there are number of associated cost and the risk is involved in export business.

**For Successful export Business following are the 10 very crucial suggestions should be considered before initiation of export:** First there should be an Export Strategy beginning with “Assessing A Product’s Export Potential”

**Questions to be asked about importer while exporting:**

Response to inquiry: Indian way > yes, sure, ready,possible - instant promise is not desirable with ascertaining the possibility. Developed countries does Feasibility Analysis and follows following steps

There are number of agencies involved in a export trade dealing, most commonly seen situation is the exporter is initiating the discussion with the potential buyer i.e. importer but here there can number of agencies involved in the transactions like agents, brokers who are acting as a third
agency. These agencies are working on the independently on commission basis, they may be also involved in arranging the custom house agents or the freight forwarders as a logistic link. The potential importer send the communication to the potential exporter the expression of interest i.e. inquiry to check if the exporter has the capacity, competency to deliver timely the good according to specification or not. This is to analysis the possibility checks. This possibility checks are typically to check the standing of the prospective supplier for the finance, their reputation in the market.

1. Viability study

The viability analysis generally includes full proof study & the examination of the prospects of the business dealing. This may include the following considerations:

2. Financial condition of the importer: To check following questions are required to be asked Is the company reliable financially? Does this company have reputation of complaint in the given market? Will this company will capable of paying? Can this company arrange for the desired finance? Do they have enough knowledge of forex?

3. Capacity of Production: Does this company has the capability to delivery? Does this company has the capacity to manufacture ? does this company get the material by subcontracting ? How are they going to arrange for the working capital? What are their limitations in manufacturing?

4. Labeling and the Packing requirements: What the requirement of the importer? What are their legal requirements in that country? Will they able to meet to requirements of Biodegradable, recyclable, fumigation, hazardous substances norms?

5. Restrictions on exports: what is needs to considered? Is the product which is likely to be exported is part of –ve list in that country or in country of origin? Are there any sort of special licence requirements from government?
6. **Restrictions on Imports**: What is it that the exporting company has to consider w.r.t. import country? Need to ensure that importer is well aware of this? What are the norms as far as hazardous material is concerned? Which particular signs and the text is required to be printed on the packing? Does this item come under special scheme or quota system? Rules of origin and limitations in respective country?

7. **Method of Payment**: Which is the best and most acceptable method of payment? What is the guaranty and security of payment? How much credit period is required for the payment? Is there any maximum time limit or the restrictions from government?

8. **Mode of Transport**: Is this country landlock? What multi-modal transport is required? Which is the most favorable transport mode can be used for dispatch? How long does it take to reach their? Cost of transportation according to Incoterms?

9. **Requirement of specific documents**: Are there any specific documentation is required by the importing countries? How different are the custom regulations different than the normal once? Is there any specific inspection agency appointed by the importing country? Which are Important documents required names of imp docs COO, AWB, BL etc. and as per local regulation / Letter of credit?

10. **Specific requirements of Insurance**: How do the company will ensure the payment by way of insurance? Is there any insurance company like ECGC in India? How was the past experience of Insurance companies?

   **This is a right time for Seafood Industry to consider having IPR, we should not be late. So,**

   Intellectual property Right what is it?

For a specific time period it is an exclusive right given to creation of the mind.

IPR Types:

- Performers and author’s work is called as Copyrights
• Protection of Specific / explicit signs and to encourage production is called as Industrial property rights.

**IPR’s Characteristics**
- It is a valuable information
- It is a legal power to enforce who are utilizing created information
- It has the clear specifications and the homogeneous standards and the time for the protection.
- It handles national as well as other nations.

Due to low cost labour in India, there is potential for getting seafood for Reprocessing and export finish product after value addition. This seafood can be imported without paying any duty and taxes. It helps exporters to save on their working capital investment on account of duties. Hence the process of advance license is mentioned below.