ABSTRACT

In the era of liberalization in today’s context the international marketing is gaining major importance in every sector. Internet has reduced the world boundaries and the world is like a global village. Due to communication reach in any corner of the world in split of seconds has reduced the distances. Plethora of information is available at finger tips which enable all of us to increase knowledge and exposure levels.

Especially, India being developing country has got immense captive potential due to its 1.2 billion population. However still there is long way to go as compared to the pace at which other countries who had nurtured a dynamic growth in liberalization period. The imbalance of payment is getting out of control. The experience of few advance nations has clearly shown how foreign trade can be an “Engine of Growth”

An expanding export trade is a matter of concern in a country’s growth process. India has blessed with 8400 Km. of sea coastal line is a clear indication of how much sea wealth is available to us. So, natural availability of raw material in abundant quantity is a basic reason for Indian seafood industry to become biggest international supplier even after profusely servicing the local demand.

To become international supplier the first question we need to ask ourselves is Are we Export Ready? Answering this question will call for various checks on systems, processes, methodology followed for manufacturing the international standard product. But it’s a natural product then why should it have international standard! Since it’s a food the first and for most priority is given to Hygiene.

Changing life style and eating habits, increasing demand of high protein intake the seafood is amongst the safest and becoming very popular food item. This industry in India is facing multiple challenges for its growth in international markets. Hence the study was undertaken by researcher to check the various factors & understand the challenges faced by this industry specifically in Maharashtra.
The present study was undertaken for the benefit of Seafood export industry to specifically identify the improvement areas which will help to increase the revenues and bring the orbital changes.

In daily business pressures may make management latent to look at the influencing parameters concerning to their business independently.

Thus, the parameter which are influencing Quality, Packing, Logistic, Credit facility, Branding, Advertising & Promotion, Competitive advantages, Technology and Pricing etc. are taken for this study neutrally.

**Contribution of the study:**

This Thesis “IMPACT OF INTERNATIONAL MARKETING ON SEAFOOD EXPORTS TO INCREASE REVENUE OF SEAFOOD EXPORTERS: A STUDY w.r.t. MAHARASHTRA’S SEAFOOD EXPORTERS” investigates the marketing activities of seafood exporters products, the findings of the study would throw ample light on the strengths and weaknesses of the marketing activities. Hence, the study will be helpful to exporters, the Government of India, export promotion bodies, and export management companies in framing their strategies to improve the export performance. In this sense, the study has significant policy implications. Further, the study would serve as a basis for generalization of the future marketing behavior of exporters.

Also, it tries to help those, responsible for changing the export climate in seafood industry and want to realize the importance of impact of international marketing on their business. The study tries to identify the areas improvement and the suggestions have been given for its implementation.

**First Chapter** introduces the problem of the present study in the light of other studies conducted in past specially and the various related literature reviewed.

**Second Chapter** gives a review on Seafood Global Challenges and Opportunities in Global Chain

**Third Chapter** is a review on International Trends in Seafood Industry Products
Forth Chapter is a review on Impacts of International Decisions on Indian Seafood Industry

Fifth Chapter shows International Marketing of Seafood & Indian Export Status, the survey of related studies on the relationship of various parameters / characteristics and areas of improvements.

Sixth Chapter introduces the methodology for selecting the sample of subjects, tools for the measurement of elements, summarization, presentation and analysis of data and the results obtained followed by the conclusion of results and the interpretation of results.

Bibliography followed the last Chapter and Appendixes followed the Bibliography.