



**Setting up Own  
Export House:  
How to Start  
Successful Export  
Business in India**

# Introduction

Entrepreneurship helps in the development of nation. A successful entrepreneur not only creates employment for himself but for hundreds. Deciding on a right project can lead you to the road to success. Entrepreneurship is one of the critical decisions to be made and it involves number of risk and has its own advantages also. But the charm of being a master of you is always above any other form of work. To start you own venture you have to decide on many things. Starting a business involves planning, making key financial decisions and completing a series of legal activities.

To run a successful business, you need to learn all about your existing and potential customers, your competitors and the economic conditions of your market place. The small industries sector plays a vital role in the industrial development of the recent globalization process. In both developed and developing countries, the Government is turning to small and medium scale industries and entrepreneurs, as a means of economic development and a veritable means of solving problems. It is a seedbed of innovations, inventions and employment. Any unit or new entrepreneur, establishing or implementing the project needs a complete set of plan and finance for making it successful.

An integral aspect of starting a successful export business in India is to have a proper understanding of the products being exported. The entrepreneurs need to perform a thorough research of the market where they are intending to export. India is the 14th largest exporter in the world, exporting a wide range of goods and services. India's exports are growing each year. India is set to be among the top 5 exporters in the world by the year 2030.

Before starting any business, it is important to draw out a business plan. For those starting an export business, it is important to cover the following aspects thoroughly:

- Identification of goals – How much earnings are required to make it a profitable business.

- Including systems for gauging and analyzing progress – Reviewing the business plan and performance at regular periods, getting professional assistance if needed.
- Listing of activities needed to achieve goals – Setting up contacts with suppliers and other important people in the business as well as government authorities so as to stay updated and informed. Research is also needed. Professional help can be sought to create a business plan.
- Retaining focus needed to achieve ambitions – Keeping a cool head in spite of financial issues and economic crises and looking for alternative products and services if needed.

This book basically deals with the preliminary steps, registration of the firm, organizational export assistance, selection of a product for export, obtaining a export licence, identification of export market, export environment, export marketing assistance, basis of export marketing, export potential products, packaging and labelling , export assistance and facilities, processing of an export order, export sales contract, negotiations for export business tips for success, new developments in business to business marketing, the evolution of strategic management, thirty six trends for the new millennium etc. This book will help you to handle all aspects of running your own business. This is very useful book for new entrepreneurs. You will see how your dream to be your own boss becomes a reality.

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**Niir Project Consultancy Services (NPCS)**  
**can provide Startup Book on**  
**How To Start**  
**Your Own Export Business**

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# ***Niir PROJECT CONSULTANCY SERVICES***

**AN ISO 9001:2008 COMPANY**

# Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



# What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Business Plan*
- *Industry Trends*
- *Market Research Reports*
- *Technology Books and Directory*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

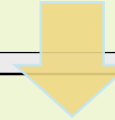
# How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*



# Our Approach

**Requirement collection**



**Thorough analysis of the project**



**Economic feasibility study of the Project**



**Market potential survey/research**



**Report Compilation**

# Who do we serve?

- *Public-sector Companies*
- *Corporates*
- *Government Undertakings*
- *Individual Entrepreneurs*
- *NRI's*
- *Foreign Investors*
- *Non-profit Organizations, NBFC's*
- *Educational Institutions*
- *Embassies & Consulates*
- *Consultancies*
- *Industry / trade associations*

# Sectors We Cover

- *Ayurvedic And Herbal Medicines, Herbal Cosmetics*
- *Alcoholic And Non Alcoholic Beverages, Drinks*
- *Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin*
- *Activated Carbon & Activated Charcoal*
- *Aluminium And Aluminium Extrusion Profiles & Sections,*
- *Bio-fertilizers And Biotechnology*
- *Breakfast Snacks And Cereal Food*
- *Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling*

- *Bamboo And Cane Based Projects*
- *Building Materials And Construction Projects*
- *Biodegradable & Bioplastic Based Projects*
- *Chemicals (Organic And Inorganic)*
- *Confectionery, Bakery/Baking And Other Food*
- *Cereal Processing*
- *Coconut And Coconut Based Products*
- *Cold Storage For Fruits & Vegetables*
- *Coal & Coal Byproduct*

- *Copper & Copper Based Projects*
- *Dairy/Milk Processing*
- *Disinfectants, Pesticides, Insecticides, Mosquito Repellents,*
- *Electrical, Electronic And Computer based Projects*
- *Essential Oils, Oils & Fats And Allied*
- *Engineering Goods*
- *Fibre Glass & Float Glass*
- *Fast Moving Consumer Goods*
- *Food, Bakery, Agro Processing*

- *Fruits & Vegetables Processing*
- *Ferro Alloys Based Projects*
- *Fertilizers & Biofertilizers*
- *Ginger & Ginger Based Projects*
- *Herbs And Medicinal Cultivation And Jatropha (Biofuel)*
- *Hotel & Hospitality Projects*
- *Hospital Based Projects*
- *Herbal Based Projects*
- *Inks, Stationery And Export Industries*

## Sectors We Cover Cont...

- *Infrastructure Projects*
- *Jute & Jute Based Products*
- *Leather And Leather Based Projects*
- *Leisure & Entertainment Based Projects*
- *Livestock Farming Of Birds & Animals*
- *Minerals And Minerals*
- *Maize Processing(Wet Milling) & Maize Based Projects*
- *Medical Plastics, Disposables Plastic Syringe, Blood Bags*
- *Organic Farming, Neem Products Etc.*

# Sectors We Cover Cont...

- *Paints, Pigments, Varnish & Lacquer*
- *Paper And Paper Board, Paper Recycling Projects*
- *Printing Inks*
- *Packaging Based Projects*
- *Perfumes, Cosmetics And Flavours*
- *Power Generation Based Projects & Renewable Energy Based Projects*
- *Pharmaceuticals And Drugs*
- *Plantations, Farming And Cultivations*
- *Plastic Film, Plastic Waste And Plastic Compounds*
- *Plastic, PVC, PET, HDPE, LDPE Etc.*

## Sectors We Cover Cont...

- *Potato And Potato Based Projects*
- *Printing And Packaging*
- *Real Estate, Leisure And Hospitality*
- *Rubber And Rubber Products*
- *Soaps And Detergents*
- *Stationary Products*
- *Spices And Snacks Food*
- *Steel & Steel Products*
- *Textile Auxiliary And Chemicals*

## Sectors We Cover Cont...

- *Township & Residential Complex*
- *Textiles And Readymade Garments*
- *Waste Management & Recycling*
- *Wood & Wood Products*
- *Water Industry(Packaged Drinking Water & Mineral Water)*
- *Wire & Cable*

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