



ASSIGNMENT MEMORANDUM

**SUBJECT : EXPORT MANAGEMENT (EM)
EXPORT MANAGEMENT 2 (EM201)**

ASSIGNMENT : 2ND SEMESTER 2011

ASSIGNMENT [90]

SECTION A

Most of the following issues (not necessarily in order of importance) should feature, together with a brief explanation, as their ramifications are broad:

- South Africa's discussions with other countries on trade agreements, such as China, Mercosur, and the impact (or otherwise) of South Africa's inclusion as a BRIC country.
- Relations within the World Trade Organisation, including globalisation and the question of improved market access for agricultural products from developing countries.
- The SADC trade protocol and SA's trade relations with the rest of the SADC. This should also touch on anti-South African sentiment in some markets due to this country's perceived dominance.
- Government support for small business and export development.
- Labour issues, including the need for greater skills training and possible changes in labour legislation.
- South Africa's productivity and quality issues.
- Exchange rate developments internationally.
- SA domestic interest rates/inflation.
- Infrastructural services (rail, ports, airports, shipping and airlines, customs, freight forwarding, banks, etc.).
- Reference should be made to South Africa's ranking on the Global Competitiveness Index.

Students might give other issues; each would be considered on merit. **(45)**
Course notes reference: Study Unit 1 but mainly own reading/research.

SECTION B

The major areas that need to be checked are:

1. The company:
 - 1.1 How long it has been in business (i.e. is it experienced?).
 - 1.2 Its current turnover and recent growth.
 - 1.3 Its financial strength and whether it has access to financial resources for further expansion.
 - 1.4 Its current domestic market share and whether there is growth potential in the domestic market.
 - 1.5 The efficiency of its management, administration and communication infrastructure.

2. The product and production:
 - 2.1 Design quality.
 - 2.2 Conformance with international specifications.
 - 2.3 Adaptability to differing customer needs.
 - 2.4 Is consumer/education needed for its satisfactory use?
 - 2.5 Whether after-sales service and maintenance is necessary.
 - 2.6 Whether the design is protected internationally.
 - 2.7 Whether marketing is limited by any franchise or royalty agreements.
 - 2.8 Are input supplies freely available?
 - 2.9 Is there a good relationship with suppliers?
 - 2.10 Output levels.
 - 2.11 Warehousing/storage space for increased throughput.
 - 2.12 Whether there are any special risks (i.e. product fragility) attached to exporting the product.

3. The people:
 - 3.1 The level of management capacity and its attitude towards exporting.
 - 3.2 Whether sales and administrative staff have the capacity to take on the additional challenge.
 - 3.3 Labour availability and attitude.
 - 3.4 Is there previous export experience (perhaps with a former employer) amongst any of the company's management and staff? **(45)**

Course notes reference: All topics, especially Study Units 1, 5 and 6.

PRESENTATION

[10]