



**B.V. Patel Institute of Management,
Uka Tarsadia University**



Date: 03-08-2023

Session on Finding Buyers.

B. V. Patel Institute of Management organised classroom lecture series of Certification course on EXIM was conducted on 03-08-2023

Topic of discussion: Sourcing of markets, buyers and institutions involved in promoting export-import

Venue of the course: - ROOM NO 20 BVPIM

Time: 12 to 2 pm

Total 22 students attended session.

Objectives of the session

- To highlight the importance of need to source new buyers, customer and markets
- To make student practically understand how to find the right product for the right market.
- To discuss the right STP policy for EXIM firms.
- To build young and budding entrepreneurs who can build up exports
- Theoretical and practical implications of all institutions involved in boosting and promoting exports from India.

About the session:-

The Resource Person has enlightened students with the need and urgency for understanding drafting and implementing the GST compliances for Export and importing firms with due importance to build up a culture for service orientation within exporting firms.

Below points were explained in detail

- 1. Selection of the right product for the right markets*
- 2. How to innovatively sources new customers ,suppliers and markets*

3. *How to build relationship with all stake holders in EXIM*
4. *How to use innovative social media for the advantage to EXIM firms.*
5. *How to compete innovatively in global markets.*

Outcome:

The Learning's to the students from the above class are as under:-

Students learned the importance of innovative Entrepreneurial skills to excel in business for EXIM

- Students got lot of practical tips of drafting the right STP for exporting firms.
- Practical tips on how to build relationship management with all stakeholders in exports.
- The motivation to excel and take up EXIM as a career option