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Upgrading Business Intelligence (BI) to Elevate International Import & Export System to Sustain in Global market: An Empirical E-Business Modelling for Dynamic Growth

Dr. Anthony Vincent. B

Assistant Professor, Department of Computer Science, Kristu Jayanti College K.Narayanapura, Kothanur(PO),
Bangalore, India

ABSTRACT: E-business modelling becomes universal term in modern days as it renovates technology into economic value. It has vividly inclined progress in all the dimensions of modern life in the perspective of globalisation. Across various global industries, firms have adopted e-business initiatives to better accomplish their internal business processes as well as their interfaces with the environment. The fiery growth of the world-wide-web and the emergence of e-commerce enabled the development of import and export systems that became to an independent emerged research area in the global market. The communication and internal administration aspects of e-business positively affect performance outcomes, the more high-profile events related to online order pleasing and e-procurement process. Thousands of small and medium scale industries and companies are flourishing in the global marketplace. The sustainability of the business is a global modern issue. Even though e-business modelling and sustainability are the two major global trends now but still there is no communal understanding about the essentials that need to be used for a sustainable e-business model. Our e-business modelling will reconnoitre the steps that the users need to take to prepare their business for going global, both in terms of operations and sales fulfilment. Our business framework can be used for developing a new market or terrain, such as creating a market-development plan, assigning proper resources, and guaranteeing senior-management buy-in fulfilling with regulations, collecting additional information about your product, and handling new risks.

Our business Intelligence and business provenance provides important documentation that is an essential to increase the trustworthiness and traceability of end-to-end business operations. Our proposed model system intends to add the best of the user-based collective filtering and content-based collaborative filtering methodologies into a single hybrid methodology in order to answer some issues raised about new users and new items added to the import and export system. And we also try to combine inference and prediction to assist the user in finding content that is of personal interest or even combine data mining techniques to provide recommendations.

KEYWORDS: E-business, Global market, Business intelligence, Data mining

I. INTRODUCTION

Business Intelligence: A needy technique for the future business

Business Intelligence has grown gradually more widespread over the years and is presently an important discussion among many companies and industries around the globe. BI is understood as a tool for tweaking their way of doing business by managing their decision making process. In this way, the distinct company can make more gainful decisions based on intelligent analysis of their data sidings. The main reason for using BI among companies is perhaps

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to increase the profit. BI empowers companies to collect information on the current trends in the marketplace and derive up with new products and services in expectation of customer's changing demands. [2]

BI is not a product or a system. It is a structural design and a collection of integrated operational system as well as decision supporting applications and databases that deliver the business community easy access to business data. BI should keep evolving, improving, and adapting to key trade agility trends in the customers life [4]. This paper bonds the points between our research on BI, Import export system and data mining. The term implies having an inclusive knowledge of all factors that affect a business, such as customers, entrepreneurs, business stakeholders, internal operations, and economic environment so enabling optimal decisions to be prepared

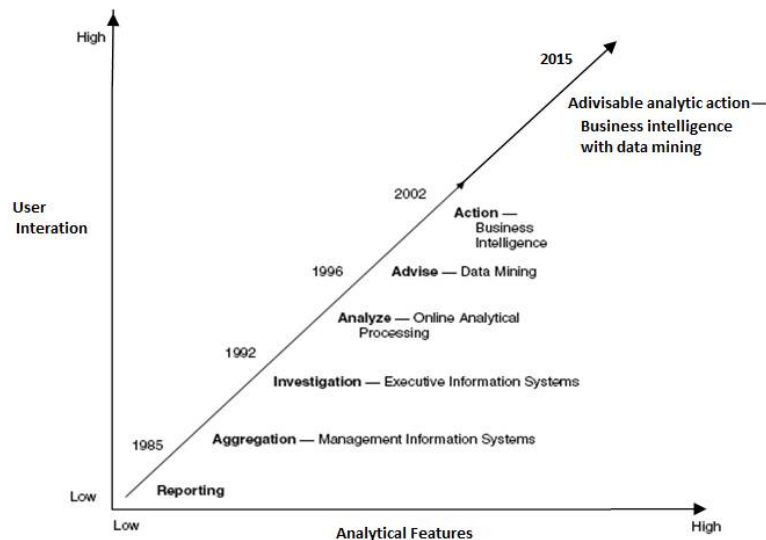


Figure 1: Business Intelligence with Data Mining

BI solutions can be divided into two groups of analysis types.

1. Query-Reporting-Analysis: This is a query based analysis and is typically used for determining “What happened?” in a business over a certain period of time. Because queries are used to know what type of information to search for.
2. Intelligent Analysis:- Data mining uses ingenious algorithms for a much profounder and intellectual analysis of data. BI solutions using data mining techniques are capable of handling solution for why happened? How happened? [1]

II. IMPORT AND EXPORT SYSTEM: PRESENT SCENARIO

Import and export business are playing an important role in Local trade and also in foreign trade. Countries like US, Japan, China and Taiwan are taking part in local trade as well in world trade and making a major impact in international import and export system. When a product is been manufactured and sold with the correct price and exact quality of it, all companies and people will be showing interest to buy the product in world wide. So the product value is determined by knowing its price and quality. To know the valuable product for import and export business, World trade organization, Government and Foreign embassies are helping people and companies.

Foreign trade is bigger than the local trade. Practical problems and issues are much lesser in foreign trade so it would be great gaining business all times. When we are looking at the circumstances between two countries, Export is much lesser than the Import. Cultural differences, product laws and business constraints are mainly dealt in this. None of the counties can manage product demand only with its own manufactures. So every country is to be dependent on import things of other countries also. A product which is highly demand in one particular country could be easily

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available in other country. According to our country, Import rate is always higher than export rate and the product demand rate is also high in scale.[2]

This paper focuses on the study of the impact of digital technologies on business strategies and market configurations and strategies in a wild fluctuating technological and business atmosphere.

Getting Ready to Import/Export: A checklist of questions

1. Are you manufacturing any product at present?
2. Are you buying product from outside countries and selling those products in your country?
3. Would you like to export products as an owner or through with any shareholders?
4. Which country would you like to export? What is price of your product in that country?
5. What is the price of our product which is similar in manufacturing in other local countries? How do we compete with that?
6. Who are the company's manufacturing like our similar product and how they are exporting that? What is the price of that? How do we compete with that?
7. How is our manufacturing product value?
8. Who are our real competitors? How do they marketing that? What is their success rate and failure rate?
9. What is our product's strength and weakness? What is our company's strength and weakness?
10. Is there any product are seasonal centric? Or Is it available in all season without any demand?
11. If you are a manufacturer, Will you be able to deliver your product in high quality and low price as well in subject with importers satisfaction?
12. If you are an exporter, Will you be able to compete with other exporters in deciding the high quality of product and guaranteeing timely delivery of products in subject with importers satisfaction in? How do you manage the supply chain with manufacturer policy?
13. Will your product supplier supply the product continuously for the same price?
14. In which country your product is exported more? What are other counties exporting the same product of yours to the country that you are exporting?
15. What are the import /export policies and commodity rules and trade rules of the selling product in our country and in other foreign countries as well?

Types of Exporter	Types of Proprietorship
Manufacturer Exporter	Sole Proprietorship
Merchant Exporter	Partnership
Exporter through exporters	Third party Outsourcing

Manufacturer Exporters: Questions to be asked before selecting a product to export

1. Quality of manufacturing product is more expected for export than selling in local market?
2. Collect the information about your product such as manufacturing technology, product life cycle and other product quality standards [3]
3. Collect the feedback of customers and other vendors about your manufacturing product.
4. Collect the information about export opportunities and other details through export promotion council

Merchant Exporters: Questions to be asked before selecting a product to export

- Which is product is getting more exported from our local country?
- From whom can we get that product at what price can we get it?
- What are the importing policies of that product in all the foreign countries?
- Find the product whether it is a unique one or a rarely available one?
- Check whether the product is been manufactured completely by machines or by hand-made one? [2]

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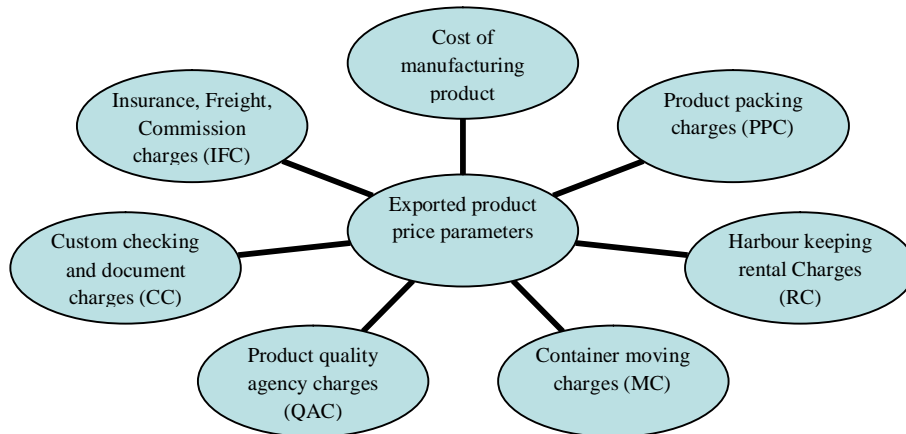


Figure2 : Trade Product Price Parameters

Formula for Fixing the Product price[2]:

$$FOB \text{ (Free On Board)} = CMP + PPC + RC + MC + QAC + CC$$

$$\text{Total Rate of FOB charges/Square Meter} = \text{FOB price of product}$$

$$CIFC = FOB + IFC$$

$$\text{Total Rate of CIF charges/Square Meter} = \text{CIF price of product}$$

III. PLEASE RATE THE FOLLOWING EXPORT BARRIERS BY CIRCLING THE RELEVANT RESPONSE

S.No	Export barrier: an impediment to export activity	Low → High				
		1	2	3	4	5
1	Strong competition in foreign markets	1	2	3	4	5
2	Need to acquire foreign representation	1	2	3	4	5
3	Lack of human resource with export skills	1	2	3	4	5
4	Transport hitches	1	2	3	4	5
5	Financial costs of exporting supplementary to those of local sales	1	2	3	4	5
6	Documentation Complications	1	2	3	4	5
7	Lack of management time keen to export matters	1	2	3	4	5
8	Risks involved to exporting	1	2	3	4	5
9	Need to research foreign markets	1	2	3	4	5
10	Getting Wages	1	2	3	4	5
11	Lack of knowledge about exporting	1	2	3	4	5
12	Variations of Exchange rates	1	2	3	4	5
13	Import limitations	1	2	3	4	5

Table 1: Export barriers

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As a result of your web site, do you receive **enquires** from:

1. Entire globe
2. Certain individual countries
3. Domestic market only
4. Don't Think

As a result of your web site, do you receive **sales** from:

1. Entire globe
2. Certain individual countries
3. Domestic market only
4. Don't Think

Would you describe your product offering as:

1. Fully customized for each country
2. Fully Standardised Globally
3. In Moderate

In regard to your Internet marketing, would you describe your market approach as:

1. Fully customized for each country
2. Fully Standardised Globally
3. In Moderate

When marketing on the web, what factors do you consider are important when marketing to other countries with different cultures (please circle):

1. Screen colours
2. Payment system eg Visa, E-Cash, COD
3. Screen layout eg positioning of advertisements
4. Screen metaphors/symbolism eg Trash Can / Mail box
5. Graphic Literacy eg Stop sign
6. Navigation eg Links between pages [5]

VI. CONCLUSION

Global Internet systems offer new incomes to operate businesses and to contend in the global marketplace and it is important for upcoming managers and entrepreneurs to apprehend the economic and managerial inferences of these renovations. Future Entrepreneurs will gain a moral understanding of why and how flourishing companies are taking advantage of e-business, and also to know the main challenges and risks associated with the import and export models. Our empirical and statistical analysis will contribute ideas and apply BI in the global market for import and export of goods and services to all the Business entrepreneurs.

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