

(c) Analyse **two** possible ways a small business in India could compete in a competitive export market.

(6)

Competitive export market means that when there are many rivals in the export market competing against each other. One way of competing is to ~~sell~~ export custom-made products or the products that tailored in such a way that it fulfills their customers needs and wants. This way, most of the consumers will be attracted and impressed with the business resulting in higher profits, sales, customer loyalty and higher exports. Furthermore, they could also use environmentally friendly methods which will impress the consumers and make them purchase the product as this might be a different and an attractive approach to get the consumers attention. This will increase their brand image and popularity and due to higher demand, their exports may increase. It is mentioned in the extract "there has been an increase in competition from neighbouring countries such as Bangladesh and Vietnam."