

a) Identify two components of the task and general environment each of the Nepalese tea industry?

1. Task Environment:

1.1) Extreme Competition: Since our economy cannot compete in the international market, we usually get dominated in the global market. One of the biggest issues has to be the established Indian tea producers. Competing with them in terms of price and quality is extremely challenging. Unique marketing Strategy has to be applied like branding etc.

1.2) Customers Pattern: In the context of Nepal, there has been a huge growth in demand for Nepal's orthodox tea. Understanding the Nepalese tastes and preferences of the consumers is key. We have various international buyers including Europe, USA, and many more, understanding their quality standards is very imperative, failing to meet their expectation can have bad consequences to the economy.

2) General Environment

2.1) Social: In the context of Nepal, we are still not health cautious or not that interested in health-related stuffs. If we focus on increasing the consciousness about the health benefits that drives demand for organic tea in both domestic and international market. Since the western culture are really health cautious meeting their expectation can boost the economy in many ways.

2.2) Political Situation: Nepal's political stability is extremely poor. Government Should really focus on imposing regulations and should support the tea producers in Nepal via various means like policies, subsidies, tax, benefits etc. Such efforts can really impact the tea sector's growth. Advocacy efforts are to be need for favorable incentives. I suggest, political environment has the biggest hand in developing this sector and contribute to the GDP of the country.

b) In your opinion, what are the opportunities and threats for Nepalese tea Industries?

1.) Opportunities

1.1) We must focus on Rising export demand presents growth opportunities for Nepali tea producers as global palettes expand

1.2) Export promotions and tie-ups with international distribution partners will be helpful.

1.3) Expanding younger population and increasing disposable incomes is leading to higher domestic tea consumption,

1.4) Catering to local taste preferences through product innovations.

1.5) Growing demand for orthodox products in the international market, especially in the western countries opens new market for certified Nepali tea.

1.6) Investing on organic cultivation protocol will ultimately benefit the economy.

2) Threats

2.1) Indian teas are well- established in the global market. Competing on price points and quality consistently is difficult for small-scale Nepali tea companies.

2.2) We comparatively have low production volumes of Indian firms or other highly established companies

2.3) As already mentioned about the German case, conforming to numerous food safety regulations in crucial Western exports markets requires investments for Nepali producers. Non-adherence can threaten market access

c) In view of the growing globalization, what Strategies should Nepalese tea industries adopt to remain competitive in the market

Following Strategies Should be adopted:

- Focus on Quality Control
 - We must invest in meeting export certifications (badges)
 - We must assure that we are meeting foreign Market Rules
 - We must always have room for improvement
- Create new and better products
 - We should focus on making flavored and herbal tea range with different price ranges
 - We should use attractive packets and packages
 - We should promote health cautious products and promote health benefits of orthodox teas
- Lower Cost and Increase Efficiency
 - I do believe this is the most difficult to do out there but at

least we should make combine effort for increasing efficiency

- Automate the manual Works for higher efficiency
- We must focus on training workers to maximize output

- Enter Global Market

- We must have partnership with large export traders
- Product demonstration in different International Food Showcase Events.
- Advertise in more health cautious countries

- Continuous Research and Development

- Invest more on climate resistant plants that will yields more output
- Make a distinct product in the product line that makes you ahead of the competitors on the same domain

d) Write how innovation is being important factor of Nepalese tea industries

- Develop innovative tea products
 - We must work on creating unique flavors for example let's say: jasmine tea, lemon tea
 - We must focus on orthodox and herbal tea for example tulsi chiya, green tea etc.
 - We must bring tea products in different bags, bottles and cans
- Emphasis on effective Marketing
 - We must promote innovate Himalayan origin product at premium price value
 - We must maintain transparency between us and our customer about the production process to win them.
 - We must focus on online market to grab attention of international market and customer
- Improving Employees Skillset
 - We must provide best methods for small tea farmers

- Send creative farmers to different skill development training
 - Provide reward to those farmers who has innovative ideas, plans
- Improve Work process
 - Farmers must use machines to improve efficiency
 - Using Renewable Sources in the production process like solar energy
 - Use QA certified tools and techniques to enhance the quality of the end product
 - Use greenhouses for controlling weather effect
 - Having own nurseries for better quality of plants and herbs to enhance the product