



START YOUR JOURNEY

**INDIA** TO **INTERNATIONAL**



One Of The Best

**EXPORT** **IMPORT**

TRAINING INSTITUTE

[www.mjint.org](http://www.mjint.org)

# WHY CHOOSE THE EXPORT IMPORT BUSINESS ?



- High Profit Margins
- Strong Government Support & Incentives
- No Manufacturing Setup Required
- Low Competition in Niche Markets
- Scalable & Sustainable Business Model
- Contribution to National GDP Growth
- Global Market Access
- High Demand Across International Markets
- Secure & Transparent Payment Systems
- Diversified Market Opportunities
- Consistent & Long-Term Growth Potential
- Government Loans & Subsidy Benefits
- Wide Career & Job Opportunities
- Ethical, Transparent & White-Collar Business
- One of the World's Most In-Demand Industries



## Mr. Mahesh Makwana

**BUSINESS DEVELOPMENT EXPERT**

- 10+ years of experience in developing and scaling multiple businesses
- Strong expertise in business growth strategies and market expansion



## Mr. Avesh Kureshi

**M.D. & TRAINER & EXPORTER**

- Professional Import-Export trainer with practical teaching approach
- Active exporter with real-time international trade experience



## Mr. Karan Chavda

**IMPEX CONSULTANT & EXPORTER**

- Professional consultant providing practical Import-Export guidance
- Active exporter with hands-on experience in global trade operations

**A comprehensive program designed for entrepreneurs, corporates, industrialists, manufacturers, traders, employees, students, and anyone aspiring to build a career or business in export-import.**



# IMPORT EXPORT

## Welcome to MJ International – Import Export, a professional training and business consulting organization based in Gujarat, India.

MJ International is a leading institute and consultancy dedicated to providing **practical, field-oriented training and guidance in Import–Export and International Trade Business**. We specialize in empowering entrepreneurs, traders, manufacturers, and aspiring professionals with real-world knowledge required to succeed in global trade.

At MJ International, we focus on **professional and practical learning**, covering end-to-end aspects of the import–export business, including documentation, compliance, buyer–seller sourcing, logistics, payment methods, and international business strategies. Our programs are designed to bridge the gap between theory and real market execution.

MJ International has successfully trained and guided **thousands of business professionals and aspiring exporters across Gujarat and India**, helping them start and scale their import–export ventures with confidence. Our strength lies in our **experienced team of industry professionals**, who bring live market exposure and share real business insights gained from years of field experience.

We are committed to delivering **100% practical value**, ethical guidance, and transparent business practices, with a mission to take your **business or career to the next level**.

India today is rapidly emerging as a global trade powerhouse, backed by vast natural resources, a skilled workforce, and advanced technology. Indian products and services are globally competitive and meet international quality standards. With continuous trade reforms, liberalized policies, and government support, India offers immense opportunities in international trade.

You are now at the right place to understand, enter, and grow in the **global import–export market**.

**Get ready to begin your journey with MJ International – your trusted partner in international trade success.**

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# 1 Export-Import : Introduction, Overview and Business Legal Procedure

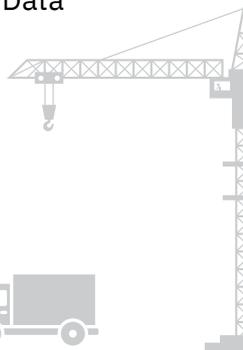
- Introduction, Overview & Scope of Export–Import Business
- Business Legal Procedures & Compliance
- International Trade Institutions: ICC, WTO, IMF, World Bank, ITC, CBI
- Major Trading Blocs: European Union & Others
- Foreign Trade Policy (FTP) & Handbook of Procedures
- Formation of Export Firm:
  - Business Registration, PAN, GST
  - Bank Account, IEC
  - Customs Registration, RCMC & Other Licenses
- Global Trade Services & International Trading System
- Make in India: Why, Who, What & Where
- HS Code (ITC-HS) Classification & Export–Import Policies
- **Practical:** How to Start Export–Import Business & Legal Setup

# 2 Product Selection for Export–Import

- How to Select the Right Product for Export–Import
- Factors Affecting Product Selection
- Government Exim Policy: OGL, Restricted & Prohibited Products
- What to Export or Import?
- Global Product Standards & Compliance
- Product, Market & Country Identification
- Product-wise Demand Analysis
- Working Capital Requirement
- Competitor Analysis (Global)
- Revealed Comparative Advantage (RCA)
- **Practical:** Product Selection Process

# 3 Market Development & Buyer Search

- Market Analysis & Market Selection
- Identifying Potential Buyers (Online & Offline)
- Buyer Search Through Trade Agents & Networks
- Negotiation & Buyer Approaching Skills
- Internet & Foreign Trade Statistics for Market Research
- Market Penetration Strategies:
  - Trade Fairs, Business Trips
  - Overseas Offices, Agents, Channels
- Best Market Development Sources: Publications & Public Data
- Export Marketing Cycle & Marketing Plans
- Export Promotion Councils & Trade Associations
- Consumer Behaviour & Cultural Aspects
- **Practical:** Online & Offline Buyer Search



## 4 Export Costing, Pricing, INCOTERMS & Payments

- Export Costing & Pricing Analysis
- INCOTERMS: EXW, FOB, CIF, CFR, CPT, CIP, DDP, DDU, etc.
- Export Pricing Worksheet & Price Negotiation
- Payment Terms: Advance, DP, DA, LC, Bank Guarantee
- ECGC: Credit Risk Insurance & Policies
- Foreign Exchange Risk Management (EEFC, Forward Contracts)
- Letter of Credit: Types & Practical Use
- Marine Insurance & Cargo Clauses
- Packing, Labelling & International Standards
- **Practical:** Cost & Price Calculation

## 5 Export-Import Documentation

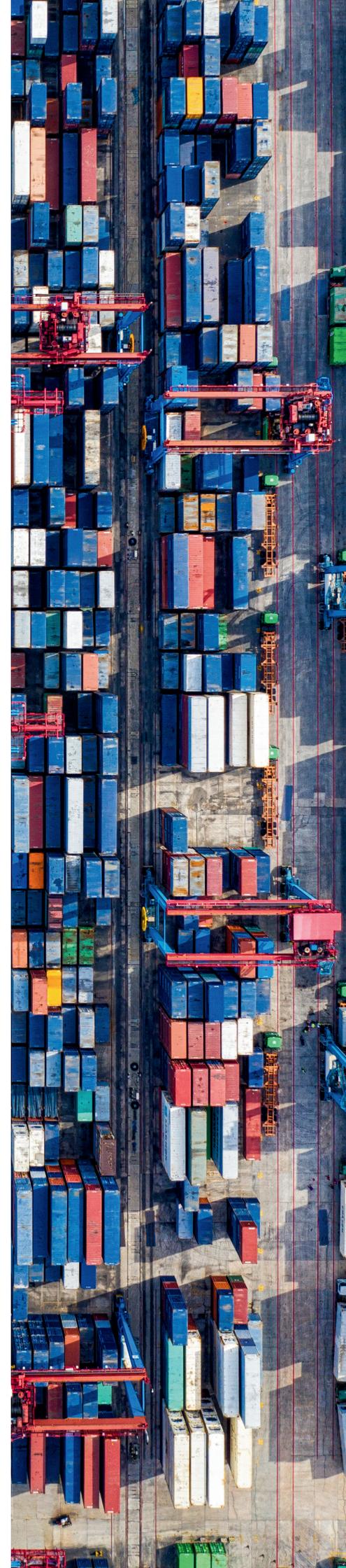
- Commercial & Regulatory Documents
- Manual & Computerized Documentation
- Pre-Shipment Documents:
  - Proforma Invoice, Commercial Invoice
  - Packing List, Weight List, E-Way Bill
  - Fumigation, Phytosanitary, VGM, etc.
- Adhoc Documents & Communication
- Post-Shipment Documents:
  - Bill of Lading, Bill of Exchange
  - Certificate of Origin, Shipping Bill, GSP, FTAs
- Export & Import Samples Through Courier/Post
- **Practical:** Documentation Preparation (Digital & Manual)

## 6 Customs Clearance, Inspection & Quality Control

- Pre-Shipment Inspection Procedures
- Export Inspection Council (EIC) & Mandatory Inspections
- Factory Stuffing, Port Stuffing, ICD & CFS
- Shipping Bill Filing (Sea / Air / ICD / Land Customs)
- CHA Role & Responsibilities
- Customs Examination & Cargo Loading
- First Shipment Preparation
- **Practical:** Customs Clearance Process

## 7 Logistics, Containers & Shipping Operations

- Logistics by Sea, Air & Road
- Containers: FCL, LCL & Types
- Shipment Types: Partial, Transshipment
- Ports, ICD, CFS, Warehousing
- Vessel Types & Sailing Schedules
- Container Booking & Terminal Operations
- Port Management & Operations
- **Practical:** End-to-End Shipping Process





## 8 Export Promotional Schemes & Incentives

- Export Promotion Councils & Benefits
- Duty Drawback
- RODTEP & ROSCTL
- MAI & MDA Schemes
- Status Holder Recognition (Star Export House)
- MOOWR Scheme
- **Practical:** Claiming Export Incentives

## 9 Import Procedures & Promotional Schemes

- Import Procedures & Documentation
- Import Duty Calculation & Pricing
- Advance Authorization & DEEC
- DFIA (Basic)
- EPCG Scheme (Basic)
- Import Strategies & Supplier Search
- **Practical:** Import Process & Incentive Benefits

## 10 FOREX, FEMA, RBI & Trade Finance

- FEMA Rules & Compliance
- RBI Guidelines for Export–Import
- Pre-Shipment Finance: EPC, PCFC
- Post-Shipment Finance & Bill Discounting
- Overdue Bills & Resale
- EEFC Account & Forex Facilities
- **Practical:** Availing Banking & Forex Facilities

## 11 International Business Communication

- Business Communication Basics
  - Email Drafting & Negotiation Skills
  - Buyer–Seller Conversation Techniques
  - Telecommunication & Call Tools
  - Social Media Communication for Trade
  - **Practical:** Email & Communication Practice
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# 12 Digital Marketing & B2B Portals

- Digital Tools for Export–Import Business
- Search Engines: Google, Bing, etc.
- Website & Online Branding
- Social Media: LinkedIn, Facebook, YouTube
- B2B Portals (India & International)
- **Practical:** Online Presence & Lead Generation

# 13 Business Readiness, Case Study & One-to-One

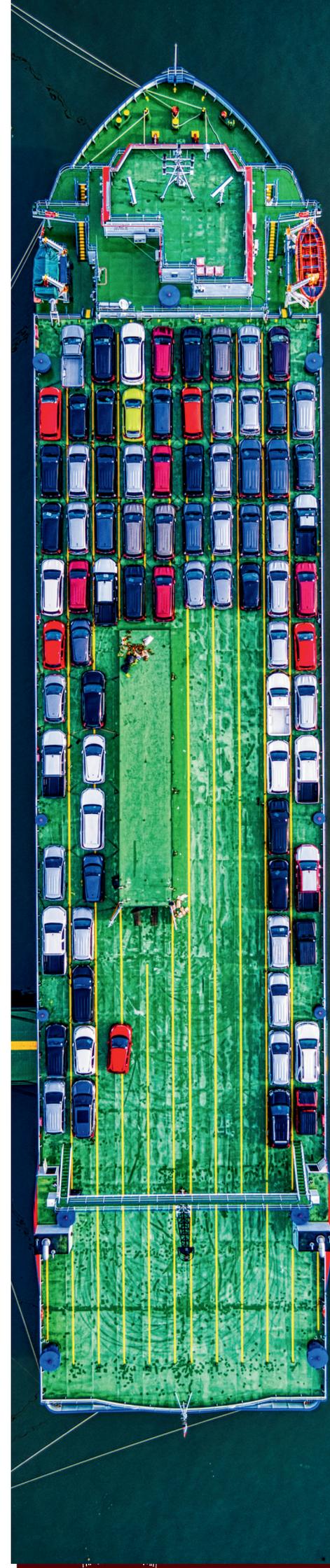
- Product-Based Case Study
- Business Registration & Licensing Review
- Revision of All Modules
- Doubt Clearing Session (DCS)
- One-to-One Business Discussion

# 14 Live Export–Import Execution & First Shipment Support

- Step-by-step First Export / Import Shipment Execution
- Live Export–Import Case Handling
- Buyer–Seller Finalization & Order Confirmation
- Contract Finalization & Proforma Invoice Preparation
- Coordination with CHA, Freight Forwarder & Bank
- Live Documentation Review & Correction
- Real-time Shipment Tracking & Follow-up
- Handling Practical Issues in First Shipment
- **Practical:** Handholding Support for First Live Shipment

# 15 Business Scaling, Automation & Global Expansion

- How to Scale Export–Import Business Systematically
- Market Diversification & Product Expansion Strategy
- Automation of Export–Import Operations
- Building International Buyer Network
- Appointment of Overseas Agents & Distributors
- Risk Mitigation & Long-Term Business Sustainability
- Export–Import Business Branding & Positioning
- Transition from Trader to Global Brand
- **Practical:** Growth Roadmap & Expansion Planning



# CAREER OPPORTUNITIES AFTER MJ INTERNATIONAL TRAINING



Consultant  
Export & Import



Manufacturer  
exporter



Logistics  
Business



International  
Marketing



Export-Import  
Documentation



Air Lines  
(Air Cargo)



Bank (Foreign  
Trade Department)



Forex  
Business



Corporate Agent/  
International  
Broker



Merchant  
Exporter &  
Importer



Marine  
Insurance  
Business



International  
Business Tour,  
Exhibition, Events



Freight  
Forwarding



Fumigation  
Business



Custom House  
Agent (CHA)



Cold Storage  
& Warehouse  
for Exprot-Import

**WE ARE NOT JUST AN INSTITUTE, WE ARE BUSINESS MENTORS**

**Just Follow Us Step By Step To Achieve Your Goal**

**Step : 1**  
**Heading towards MJINT**

**Step : 2**  
**Understand the Concept of**  
**Import Export from our Consultant**

**Step : 3**  
**Resolve the queries and fill an**  
**Application form to confirm the**  
**admission**

**Step : 4**  
**Solve all the doubts in details from**  
**Our Expert trainers by attending**  
**Various Sessions**

**Step : 5**  
**Now you are capable enough to start**  
**Export under the supervision of your**  
**Mentors**

**Congratulations !!!**  
**You Are Now Ready Enough To**  
**Explore The World !!!**

# PORT VISIT

With Student's





## Head Office :

### MJ INTERNATIONAL IMPORT EXPORT ACADEMY

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 [info@mjinternational.org](mailto:info@mjinternational.org)

 | [@mj\\_import\\_export](https://www.instagram.com/mj_import_export)

## Our Presence

INDIA

UAE

VIETNAM

SRI LANKA

U.K.

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