

## **GLOBAL TRADE & SUPPLY CHAIN OPTIMIZATION: A STUDY OF KEY ASPECTS OF SUPPLY CHAIN OPTIMIZATION PLANNING/STRATEGY, PLAYING AN IMPORTANT ROLE IN RUNNING THE GLOBAL TRADE SMOOTHLY**

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### **Abstract**

Supply chain optimization planning/strategy is playing an important role in running the Global trade smoothly. It involves integrating global logistics, sourcing, and trade compliance to minimize costs, risks, and delays. Key strategies include utilizing predictive analytics, automating warehousing, diversifying suppliers, and leveraging AI for real-time tracking. Effective optimization boosts resilience against geopolitical shocks and tariffs. The Key Aspects of Optimization includes; Technology & Data Analytics (AI, IoT, and advanced software), Resilient Sourcing (supplier networks and near-shoring/friend-shoring production) to reduce risks from geopolitical uncertainties, Logistics & Distribution (transportation networks and using automated warehousing to improves speed and lower down costs), Trade Compliance, i.e. proper management of tariffs, customs, and documentation for smooth cross-border operations Strategies for Success involves Digital Transformation, Collaboration, Risk Management, Sustainability. This paper will definitely be helpful to find out an important role of Supply chain optimization planning/strategy in running the Global trade smoothly.

**Keywords:** SCM, SCO, e-Commerce, e-Business, e-Tailing, AI, IoT, etc.

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### **1. Introduction**

#### **1.1) <sup>[AI Overview]</sup> Global Trade and Supply Chain Optimization. -**

Global (International) trade and supply chain optimization involve integrating global logistics, sourcing, and trade compliance to minimize costs, risks, and delays. Key strategies include utilizing predictive analytics, automating warehousing, diversifying suppliers, and leveraging AI for real-time tracking. Effective optimization boosts resilience against geopolitical shocks and tariffs.

#### **Important Aspects of Optimization -**

- AI, IoT, and advanced software are crucial for real-time tracking, demand forecasting, and automated compliance, which help in reducing errors and improving efficiency.
- Companies are diversifying supplier networks and friend-shoring production to reduce risks from geopolitical uncertainties and trade disruptions.
- Optimizing logistic/transportation networks and using automated warehousing improves speed and lowers costs.
- Proper management of tariffs, customs, and documentation is essential for smooth cross-border operations

### **Strategies for Success -**

- Implementing AI-driven tools for inventory management and risk assessment.
- Strengthening relationships with logistics providers, suppliers, and distributors to ensure agility.
- Regularly auditing the supply chain for tariff risks, potential bottlenecks, and compliance issues.
- Focusing on sustainable methods to enhance long-term viability and meet regulatory demands

### **1.2) Supply Chain Optimization : Meaning <sup>[2]</sup> - -**

**Supply chain optimization** is the adjustment of a supply chain's operations to ensure it is at its peak of efficiency. Such optimization is based on certain key performance indicators that include overall operating expenses and returns on the company's inventory. The aim is to provide customers with the products at the lowest total cost possible while retaining the highest profit margins. To achieve these goals, managers have to balance costs incurred in manufacturing, inventory management, transportation, and fulfillment of customer expectations. <sup>[2]</sup>

SCO improves efficiency, reduces costs, enhances performance etc. by streamlining processes from procurement to final delivery. The data-driven, mathematical, and strategic methods, balances supply and demand to increase profitability and customer satisfaction. SCO areas include optimizing inventory, transport, and network design.

SCO planning and strategy involves creating a long-term plan, making data-driven framework of near about 5 years to optimize the end-to-end flow of goods from sourcing to final delivery, ensuring alignment with business goals.

The Key components of **SCM Planning/Strategy** include network design, demand forecasting, inventory management, and risk mitigation, utilizing technology for visibility and resilience.

### **Process of Supply Chain Optimization -**

The SCO process begins with a systematic and in-depth analysis based on forecast demand followed by creating a production and inventory plan based on the existing forecast. The entire exercise considers incoming raw materials or elements, the manufacturing process, transportation, and distribution. During this step, organizations should also examine every possibility for better e-commerce integration.

### **Three phases to a successful SCO process:**

**1. Design** – The phase focuses on network design processes such as the location of warehouse facilities, the flow of products to and from suppliers and customers, and all the strategic objectives of manufacturing operations, including demand forecasting, supply establishment, planning, and scheduling.

**2. Planning** - This phase focuses on creating a strategic deployment, planning inventory, and coordinating assets to optimize the delivery of products, services, and information that flow from suppliers to customers. The purpose of this phase is to balance supply and demand.

**3. Execution** - This phase addresses all execution-based applications and systems such as warehouse and inventory management, management of transportation facilities and efficiency, and international trade management. It also investigates execution-based applications that play a support role in the supply chain process, including real-time decision-based support systems, supply chain visibility, and order placement management systems.

A supply chain network is a dynamic ecosystem. As it grows, so does the risk and uncertainty associated with activities across the supply chain.

### **SCO model:**

- Inventory

- Receipt of product and their storage
- Processing orders
- Despatching and distribution
- Customer support and service systems

When placed together, these elements allow a business to tackle most supply chain optimization issues and ensuring work with all trade partners goes smoothly.

**Benefits of SCO** - Cost reductions -With supply chain optimization, many unnecessary costs can be eliminated. With SCO cost optimization, a company can have a lower inventory which helps free funds prevent stock from becoming obsolete..

Increased revenues and profits – A Manager can get an insight into all activities and work on speeding up supply chain processes. The customer is likely to be more invested in the process and can have a better experience. The result is a reduced investment-to-return-on-investment cycle and quick settlement of invoices, which supports customer loyalty.

Better supplier performance - Digitizing the supply chain enables access to real-time insights into the supply chain. Suppliers' performance can be evaluated, which paves the way for improved performance where needed and rewards it, too, where appropriate.

Enhanced supply chain collaboration - The organizational ecosystem comprises suppliers, partners, vendors, and all the interfaces connected to them. Bringing these entities together in a single supply chain optimization solution enables better collaboration and innovation.

Integrated supply chain management - With supply chain optimization software, you can integrate and manage all supply chain capabilities from a single point.

Better quality - Managing quality in a supply chain involves an end-to-end production system from procuring raw materials to product delivery. These techniques also provide a foundation to support supply chain planning optimization, ensuring the process follows established quality standards at every stage. <sup>[2]</sup>

### **Important Components of SCM Strategy & Planning** <sup>[3]</sup>

- Determining the number and location of facilities (warehouses, distribution centers) for efficiency.
- Analyzing market trends to predict customer needs, often using software to reduce excess inventory.
- Selecting suppliers and managing relationships to ensure quality and cost-effectiveness.
- Balancing stock levels to avoid shortages while minimizing holding costs.
- Developing strategies to handle disruptions like geopolitical issues or climate change.
- Leveraging tools for better visibility and operational efficiency.
- Focuses on capacity planning, facility investment, and network structure.
- Involves sales and operations planning (S&OP).
- Focuses on immediate scheduling and execution.

### **1.3) Global trade Integrating-** <sup>[1]</sup>

#### **Global logistics –**

Global trade, the exchange of goods and services across borders, is projected to exceed \$35 trillion in 2025, driven by a 7% growth over 2024, with services expanding rapidly. Despite rising protectionism and geopolitical tensions, trade remains a vital economic driver. Key trends include accelerating, tech-driven services, and faster growth in developing economies.... <sup>AI Overview,</sup>

### **Aspects of Global Trade** <sup>[5]</sup>

- Global trade reached a record \$33 trillion in 2024, with a strong, ongoing expansion in 2025 led by services, which grew at nearly 9%. While trade in goods continues to rise, services are increasingly dominating growth.... <sup>AI Overview,</sup>
- Developing economies, particularly in East and South Asia, are driving faster trade growth. Conversely, Europe has experienced volatility and, at times, stagnation in trade, partly due to fluctuations in energy prices.
- Traded items include commodities (oil, food), manufactured goods (spare parts, clothes), and services (tourism, banking, consulting).
- The World Trade Organization manages the rules of international trade, aiming to ensure flows are as smooth, predictable, and free as possible..... World Trade Organization (WTO)
- While 2025 projections are positive, uncertainty persists due to potential disruptions from shifting policies and regional conflicts, leading companies to prioritize supply chain resilience.

#### **1.4) Important Aspects of Optimization –**

##### **Technology & Data Analytics (AI, IoT, and advanced software) –**

The convergence of AI, IoT, and advanced software creates AIoT ecosystems that transform raw sensor data into real-time, actionable insights, enhancing operational efficiency and enabling predictive capabilities across industries. Key applications include industrial automation, smart city infrastructure, and, through edge computing, increased privacy and speed.

##### **Components & Impact -**

- **AIoT (AI + IoT):** IoT devices collect massive data, while AI algorithms, particularly via edge computing, analyze this data instantly to automate operations, such as predictive maintenance on factory floors.
- **Advanced Software & Analytics:** Advanced analytics and Big Data tools identify patterns, trends, and anomalies that are impossible to detect manually, enabling better decision-making.
- **Industrial Transformation:** Technologies like Industrial IoT (IIoT) optimize processes, reducing downtime and costs.
- **Smart Systems:** Applications extend to smart homes, wearables for health monitoring, intelligent transportation systems in cities, and energy management.
- **Data Strategy:** Successful deployment requires high-quality, clean data to ensure AI algorithms provide accurate predictions and insights.

These technologies are driving innovation by combining real-time data collection with intelligent, automated decision-making.

**Logistics & Distribution –** Global trade depends on, and is enabled by, complex global logistics and distribution networks that coordinate the international movement, storage, and compliance of goods from origin to consumption. These networks integrate sea, air, road, and rail transport, using digital tools and [Global Logistics Distribution Centres \(GLDCs\)](#) to manage inventory, navigate regulations, and facilitate e-commerce.

#### **1.5) Risk Management –**

Risk management in Global trade involves identifying, assessing, and mitigating financial, operational, and political risks to ensure business sustainability and secure payment. Key strategies include using export credit insurance, hedging currency fluctuations, diversifying suppliers/markets, and utilizing secure payment methods like Letters of Credit (LC). Effective management reduces default rates, ensures timely delivery, and protects against geopolitical instability.

### **Types of Risk in Global International Trade**

- Risk of non-payment by the buyer or buyer insolvency.
- Potential losses due to fluctuations in exchange rates
- Issues with shipping, transportation, cargo damage, or supply chain delays.
- Risks from government actions, such as import restrictions, war, or sanctions.
- Differences in legal systems, intellectual property, or business practices.

**IoT & AI Technologies** enhances visibility and automation – Integrating IoT sensors with AI—known as [AIoT](#), transforms raw data into actionable insights, enhancing operational visibility and automating decision-making without human intervention.

### **Real-time asset tracking to optimize industrial, logistic, and business processes –**

- Processing data directly on IoT devices (at the edge) rather than the cloud reduces latency, enabling near-instant, autonomous decisions.
- High-speed, low-latency 5G networks facilitate the massive data exchange required for real-time AIoT applications.
- Cameras connected to AI systems inspect products for defects on production lines in real-time, increasing quality control automation

### **1.6) Digital Marketing <sup>[4]</sup>**

Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services...<sup>[4]</sup>

It has significantly transformed the way brands and businesses utilize technology for marketing since the 1990s and 2000s. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly used digital devices instead of visiting physical shops,<sup>1</sup> digital marketing campaigns have become prevalent, employing combinations of methods.

Some of these methods include: search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callbacks, and on-hold mobile ringtones.

### **1.7) Tactics may include:**

- **Search engine optimization (SEO)** - SEO targets unpaid search traffic (usually referred to as "organic" results) rather than direct traffic, referral traffic, social media traffic, or paid traffic.
- **Social media marketing** - Use of social media platforms and websites to promote a product or service.<sup>[1]</sup> Although the terms digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers
- **Video marketing** - Marketing communications include advertising, promotions, sales of products, Branding , advertising campaign, events, and online promotions.<sup>[3]</sup>
- **Email marketing** - It is the act of sending a commercial message, typically to a group of people, using email.
- **Blogging** - <sup>[1]</sup> is an informational website consisting of discrete, often informal diary-style text entries (posts).
- **Website marketing - Online advertising**, also known as **online marketing**, **Internet advertising**, **digital advertising** or **web advertising**, is a form of marketing and advertising that uses the Internet to promote products and services to audiences and platform users.<sup>[1]</sup>

- **Content marketing** - **Content marketing** is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.<sup>[1]</sup>
- **Social media marketing** - it is the use of online platforms to generate income or publicity to increase the awareness of a brand, event, product or service. Types of social media involved include RSS feeds, blogging sites, social bookmarking sites, social news websites, video sharing websites such as YouTube and social networking sites such as [Facebook](#), [Instagram](#), [TikTok](#) and X (Twitter).<sup>[1]</sup>
- **Research the market:** Conduct market research to understand the needs of your customers
- **Set goals:** Define your marketing goals and how you'll achieve them
- Identify your target audience, target specific demographics and geographic areas
- Conduct a competitive analysis to Analyze competitors
- Develop key messaging to convey your company's unique selling point
- Choose marketing channels to reach your customers
- Create metrics to measure the results of your marketing efforts
- Present your marketing strategy to the company
- Choose proper digital marketing channels to promote product and acquire profitable business.

**Aspects of SCO strategy include:**

- **Advertising** - A component of a marketing strategy that involves paying to broadcast a message to promote a company's products or services.
- **Analyzing consumer behaviour** - Studying consumer behavior helps a brand understand the needs of its target market and niche audience.
- **Building a strong marketing team** - Effective leadership aligns marketing with overall business goals.
- **Marketing mix** - Also known as the 4 P's of marketing, the marketing mix includes an assessment of the roles of product, place or distribution, price, and promotion.
- **Pricing** - Effective pricing strategies should consider inventory levels and management processes.

**1.8) Impact of SCO Strategy on global trade performance -**

Boosts growth –

Online marketing is the key to boost sales and helps in the overall business growth. It also helps in overall brand building and positioning it at a certain level.

Increase in sales & revenue -

A well-defined marketing strategy leads to an increase in the business sales and marketing. It directly impacts on the revenue generated as the more you reach out to people, the more they reach out to your business or brand.

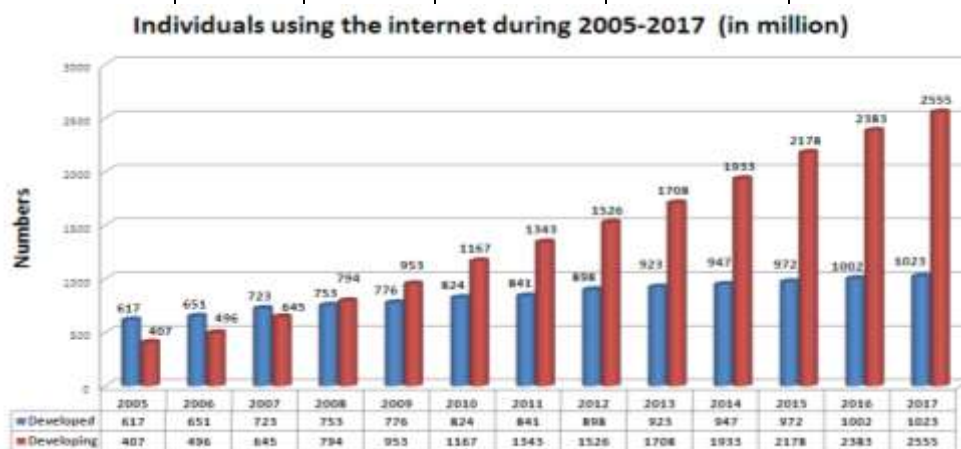
Online

Now a days, there are many [differences between digital marketing and traditional marketing](#). It is very important to deliver the right message to the right people at the right time. So if your marketing is done correctly, it increases the purchase window and establishes a permanent place in the realm of competitive activities. Not only this, but it also leads to your audience trusting your company.

**Following table shows business organizations using SCO planning in developed and developing countries.**

Year	World	Developed	Developing
2005	1024	617	407
2006	1147	651	496

2007	1368	723	645
2008	1547	753	794
2009	1729	776	953
2010	1991	824	1167
2011	2184	841	1343
2012	2424	898	1526
2013	2631	923	1708
2014	2880	947	1933
2015	3150	972	2178
2016	3385	1002	2383
2017	3578	1023	2555



Source - <https://dot.gov.in/sites/default/files/statistical%20Bulletin-2018.pdf>

The above statistics shows continuous growth in usage of different SCO planning in digital marketing strategies in developed and developing countries. The decreasing cost of the computers, laptops, mobile phones and other internet driven devices/gazettes etc., the reduced tariff rates of internet data, the high quality audio/video calls on internet and present of any kind of information with free access are few of the reasons behind the growth.

**Following are the web services -**

**Digital / e-Marketing (Internet based advertising)** - Facebook, LinkedIn, Whatsapp, Google plus etc. allows advertising and promoting environment to the businesses at very low cost. <sup>[4]</sup>

**e-Business (E-Commerce)** : E-business refers to the use of the websites, internet, intranets, extranets etc. to conduct business activities, such as; supply chain management, electronic order processing, customer relationship management (CRM), enterprise resource planning (ERP), and content management.

<sup>[5]</sup> The e-commerce concept relates to business or financial transactions that facilitate electronic payments of items purchased from online stores and service vendors. E-commerce transactions are conducted between businesses (B2B), businesses and consumers (B2C), businesses and government (B2G), consumers and businesses (C2B), government and customers (G2C), government and governments of other nations (G2G) etc.

Flipkart Big Billion Day, Amazon sales a big success; deals at record highs. (Thu, Oct 11, 2018.)<sup>[6]</sup> E-commerce giants Flipkart and Amazon India have seen a strong start to their festive sale with categories like apparel and large appliances marked recordable transactions and arrival of new

customers on board. These companies have set up warehouses and strengthen delivery network to ensure a smooth shopping experience for customers, with demand being much higher than on non-festive days. The Big Billion Days festive sale of Flipkart lower down the prices by Rs. 1000/- to Rs. 20000/-.

Table: Following the table shows comparative prices of leading smart phones brands during “Big Billion Days” festive of Flipkart (Thu, Oct 11, 2018)

Srno.	Brand name	Original price	Flipkart Price	Rate Difference
1	Redme 6	8999	7999	1000
2	Honor 9N	11999	9999	2000
3	Asus Max Pro	12999	10999	2000
4	Real Me 2 Pro	14990	13990	1000
5	Nokia 5.1 Plus	13990	10499	3500
6	Samsung On6	15490	11990	3500
7	Redme Note 5 Pro	14999	12999	2000
8	Asus Zenfone 5Z	29999	24999	5000
9	Samsung On Next	17990	9990	8000
10	Samsung Galaxy S8	49990	29990	20000
11	Panasonic Ray 600	12999	7999	5000
12	Samsung Galaxy Tab S2	29900	21999	8000
13	Honor T3 10	16999	11999	5000

(Source: Flipkart Website)

Pre-Diwali sales spiked revenue of e-commerce websites by 40%. In 2017, during Diwali many e-commerce websites Gross Merchandise Value (GMV) reached Rs 9000 crore.

**SOCIAL MEDIAS (WEBSITES & APP’S)** : These are used as resources for maintaining relations and promoting businesses. They provides a platform to millions of small and medium-sized businesses to advertise, interacts with clients, answer questions, release latest news and use the targeted advertisements. <sup>[1]</sup>

Social medias connect people in similar industries, create network with local professionals, displays business information and statistics, publishes videos-audios-digital bulletins, provide information about travel, fashion, food & art, publishes video and photo editing features, allows online image and video hosting platform, entertain and publish social news, send instant messages, transfer images, texts, documents, audio and video messages, provide question-answer forum, allow to share videos, articles, blog posts, podcast, finds and recommends queried content for its users, store and share web bookmarks, selects stories for the Internet audience and allows to exchange of valuable information.<sup>[1]</sup>

As per the above mentioned Information, Internet technology and marketing strategy together **helping tradeto grow faster in local and global market.**

## 2. Literature Review

The research topic, “**Global Trade & Supply Chain Optimization : A Study of Key Aspects of Supply chain optimization planning/strategy, playing an important role in running the Global trade smoothly**” is based on the study of key aspects of Supply chain optimization planning/strategy, playing an important role in running the Global trade smoothly”

**The referred literature –**

**Following literatures were referred to collect the required information.**

- E-Commerce has given a global platform to the manufacturers, traders, sellers and buyers and provided value, service and performance, attractive websites, incentives, personal attention, sense of community, reliability and security, 360-degree view etc. to the customers. <sup>[6]</sup>

- The Information and Communication Technologies play an important role in rural development. Rural Development implies both, the economic development of the people and greater social transformation using e-governance. <sup>[7]</sup>

Supply chain optimization is an effort undertaken by an organization to increase its sales and achieve competitive advantage. In other words, it is the method of advertising a company's products to the public through an established plan through the meticulous planning and organization of ideas, data, and information... [ Wikipedia]

If you don't have a clear Supply chain optimization and marketing strategy planning to change your strategy, the strategic planning tools will help you to get most important decisions in a coherent manner so that your resulting plan is high-impact, well defined and realistic. <sup>[8]</sup>

**3. Research Methodology**

**1) Research:**

“Research includes redefining problems, formulating hypothesis, suggesting solutions, collecting, organizing and evaluating data, making deductions to reach conclusions, and testing the conclusions to determine whether they fit the formulating hypothesis.” .... [Clifford Woody]

**2) Research Methodology:**

Research methodology allows the researcher to critically evaluate a study, overall validity and reliability of the research. It is a specific procedure, technique, and methods use to; identify, select, process, and analyze the information about a topic. <sup>[7]</sup>

**The objectives of the research is –**

- To study and understand the meaning of Global Trade & Supply Chain Optimization.
- To enlist importance of digital marketing strategies in useful in growth of global trade.
- To analyze, how and which of the strategies can be applied to run the Global trade smoothly.
- To suggest measures for helping people to cope with changing technologies.

**Importance of the Study:**

This research study titled, ““Global Trade & Supply Chain Optimization : A Study of Key Aspects of Supply chain optimization planning/strategy, playing an important role in running the Global trade smoothly” is based on of Key Aspects of Supply chain optimization planning/strategy, playing an important role in running the Global trade smoothly”. The research will definitely be helpful in future to spread the awareness about changing technologies in business world.

AI based technologies, can be utilized for business development, and will definitely help concern population in business growth.

**Data Collection -**

Primary data was collected through questionnaires. The 100 numbers of college students were randomly taken into consideration to fill out the questionnaires.

The large amount of secondary research data and information was collected from different websites, blogs, social media and Apps.

**Research Hypotheses:**

A hypothesis is a precise, testable statement of what the researcher predict and will be the outcome of the study.

**The hypotheses formulated and tested were as under -**

H<sub>0</sub>: Continuous development in digital marketing strategies is not providing a profitable-global platform for the business growth.

H<sub>1</sub>: Continuous development in digital marketing strategies providing a profitable-global platform for the business growth.

H<sub>0</sub>: Key Aspects of Supply chain optimization planning/strategy is not playing an important role in running the Global trade smoothly.

H<sub>1</sub>: Key Aspects of Supply chain optimization planning/strategy is playing an important role in running the Global trade smoothly.

**4. Data Analysis and Interpretation**

Following tables and graphs are based on survey analysis.

<b>TABLE 1: Q1. In what way Supply Chain Optimization contributes in global trade?</b>			
<b>Option</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
Improves efficiency and performance	32	2	34
Reduces costs	28	2	30
Both	36	0	36
<b>Total</b>	<b>96</b>	<b>4</b>	<b>100</b>

**As per the above table, out of total 100 number of respondents -**

For the “Improves efficiency and performance” option, out of 34 numbers of respondents, 32 marked ‘Yes’ while only 2 respondents selected ‘No’ option.

For the “Reduce cost” option, out of 30 numbers of respondents, 28 marked ‘Yes’ while only 2 respondents selected ‘No’ option.

For the “Both; Improves efficiency and performance and “Reduce cost” options, out of 36 numbers of respondents, all the 36 marked ‘Yes’ option.

As per the above statistics, out of 100 numbers, highest number of respondents i.e. 96 numbers agreed that SCO Improves efficiency and performance, and Reduces costs in global trade. Here in this case, only 4 numbers of respondent disagreed the question asked.

So we can say that, SCO improves efficiency, reduces costs, enhances performance etc. by streamlining processes from procurement to final delivery. The data-driven, mathematical, and strategic methods, balances supply and demand to increase profitability and customer satisfaction. SCO areas include optimizing inventory, transport, and network design.

**TABLE 2 – Q2. Do you agree that, continuous development in digital marketing strategies providing a profitable-global platform for the business growth?**

		Freq.	%	Valid %	Cumu.%
Valid	Always	62	62.00	62.00	62.67
	Rarely	20	19.00	19.00	81.67
	Don't know	18	18.00	18.00	100.00
	Total	100	100.00	100.00	

The above table shows the opinion of the respondents regarding the question, “Do you agree that, continuous development in digital marketing strategies providing a profitable-global platform for the business growth?”

Here, 62% respondents answered with ‘Always’ option which is very much greater than that of the respondent answered with ‘Rarely’, and ‘Don’t know’ options.

From the above data we can say that, the number of respondent thinking that, there is a continuous development in digital marketing strategies which are providing a profitable-global platform for the business growth.

So we can say that “**H<sub>1</sub>: Continuous development in digital marketing strategies providing a profitable-global platform for the business growth.**”

**TABLE 3: Q3. Is Supply chain optimization planning/strategy is the best medium in running the Global trade smoothly?**

		Freq.	%	Valid %	Cumu.%
Valid	Always	74	74	74	74.00
	Sometime	15	15	15	89.00
	Don't know	11	11	11	100.00
	Total	100	100.00	100.00	

The given table shows opinion of the people regarding question, “**Is Supply chain optimization planning/strategy is the best medium in running the Global trade smoothly?**”

Here, 74% respondents answered with ‘Always’ option, 15% with ‘Sometimes’ option, while 11% respondents selected ‘Don’t know’ option. The population selected ‘Always’ option is greater (i.e. 74%) than that of the respondent selected ‘Sometimes’ and ‘Don’t know’ options.

Here, we can say that, “H<sub>1</sub>: Key aspects of Supply chain optimization planning/strategy is the best medium in running the Global trade smoothly.”

		<b>Freq.</b>	<b>%</b>
Valid	1) AI/Internet based Marketing Strategy.	45	45.00
	2) AI/Social media based Marketing Strategy.	55	55.00
	Total	100	100.00

Source: Questionnaire Survey

The table shows the statistics about fruitfulness of **different types of marketing strategies fruitful for the growth of global trade**. Here, larger numbers, i.e. 45% respondents accepted that **AI/Internet based Marketing Strategy** will be more fruitful for the business growth in future and 55% selected AI/Social media based Marketing Strategies.

Here 55% respondents selected AI/Social media based Marketing Strategies which is greater than option 1, i.e. AI/Internet based Marketing Strategy.

On the basis of result drawn, that AI/Social media based Marketing Strategies always be fruitful for the business growth. This is because smart phones are popular technology in the global market. Cheap internet tariff of mobile data, portability, availability, and continuous updating in mobile technology are few of the reasons behind.

## **5. Conclusions and Suggestions**

### **Conclusions –**

As per the analysis,

- Global Trade & Supply Chain Optimization planning/strategy is playing an important role in running the Global trade smoothly.
- AI/Social media based Marketing Strategies always fruitful for the businesses growth.
- The smart phones are popular technology in the global market. Cheap internet tariff of mobile data, portability, availability, and continuous updating in mobile technology are few of the reasons behind running the Global trade smoothly.
- The greater percentage of respondents are aware of the fact, that continuous development in digital marketing strategies provides a good profitable-global platform for the business growth
- The E-technology is the best medium to implement marketing strategies more efficiently and effectively.
- The mobile/internet based Marketing Strategies is a powerful electronic mediums for local and global business development. It is an effective and efficient medium for implementation of business growth”.
- The continuous development in digital Marketing Strategies providing a profitable-global platform for the business growth. Websites, portals, blogs, social medias etc. are the channels helping digital marketing to grow globally faster.
- Internet technology is a backbone of global trade. It provides a open platform to promote digital marketing. Using this platform and its features businesses can economically grow faster in global competitive world.

### **Suggestions –**

On the basis of the research outcome, following suggestion are recommended for the further studies.

- Proper Supply Chain Optimization planning improves efficiency, reduces costs, enhances performance etc. by streamlining processes from procurement to final delivery. The data-driven, mathematical, and strategic methods, balances supply and demand to increase profitability and customer satisfaction. SCO areas include optimizing inventory, transport, and network design.
- Global (International) trade and supply chain optimization must involve integrating global logistics, sourcing, and trade compliance to minimize costs, risks, and delays.
- Key strategies include utilizing predictive analytics, automating warehousing, diversifying suppliers, and leveraging AI for real-time tracking. Effective optimization boosts resilience against geopolitical shocks and tariffs.
- AI, IoT, and advanced software are crucial for real-time tracking, demand forecasting, and automated compliance, which help in reducing errors and improving efficiency.
- Companies must diversify supplier networks and friend-shoring production to reduce risks from geopolitical uncertainties and trade disruptions.
- Optimizing logistic/transportation networks and using automated warehousing improves speed and lowers costs.
- Proper management of tariffs, customs, and documentation is essential for smooth cross-border operations
- Implementing AI-driven tools is beneficial for inventory management and risk assessment.
- Relationships must be Strengthen with logistics providers, suppliers, and distributors to ensure agility.
- Regularly auditing the supply chain for tariff risks, potential bottlenecks, and compliance issues.
- Focusing on sustainable methods to enhance long-term viability and meet regulatory demands will maintain Sustainability.
- There is continuous growth in Internet technologies and internet provided opportunities. The businesses must update the technologies and knowledge with the latest one.
- To spread knowledge of scientific Digital Marketing Strategies, special courses must be developed and included in the syllabi of higher education, so as to built a professional and knowledgeable businessmen right from the beginning.

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