



IS PROUD TO PRESENT

GUTENBERG WESENTLICH

AS ONE OF THE

TOP 10

MERCHANT EXPORT COMPANIES

2023

in acknowledgement of its unwavering focus and dedication to achieve excellence in quality and delivery in this field.



Sudhakar Singh Managing Editor Industry Outlook

GUTENBERG WESENTLICH

Director.

BRINGING A WAVE OF CHANGE IN THE MERCHANT EXPORT INDUSTRY

for our clients", shares Dipan Mewada,



■ he merchant trade industry a global sector by its very definition- is an agile sector, always evolving with market definition - Within this active industry, current shifts with the evolving global trade practices and tech evolutions, nations continue to adapt their ability to keep up with the sectoral needs. India is playing the role of an emerging power within this industry through its strong network and resource superiority. Nevertheless, challenges such as regulatory intricacies, supply chain disruptions, and others continue to pose hurdles in the sector's development. Mitigating these challenges with expertise and determination Gutenberg Wesentlich, a Gujarat based merchant exporter company, extending its services across multiple industries including agricultural commodities, tiles and ceramics.

A Unique Business Approach

"We are a dynamic merchant exporting company established with a vision to provide quality products and services to our customers. We strive for quality, consistency, reliability, and customer satisfaction. We aim to become a valuable partner for sourcing commodities and products from India

Gutenberg Wesentlich offers a unique advantage by developing and testing ingenious hypotheses, envisioned from the current affairs. They test it with research-driven models with the help of relevant data sources. A unique approach of the firm is that it does not initiate any undertaking with preconceived notions. Barring traditional prejudices, the team evaluates the viability of projects using theory, datasets, feasibility analysis and industry feedback. They use relevant technology for efficient operation and realization of the projects. With an organized strategy for examining theories, they affirm it

with real-world cost consequences.

Methodically directing the offering toward prospective customers, the firm

presents a novel way of approaching

business in this sector.

Specializing in the agricultural commodities, tiles and ceramics sector, the company offers reliable products and services by having fostered a robust network of dependable suppliers, freight forwarders as well as knowledgeable customs agents in destination regions. Improvising its strategy across every step from product procurement to delivery, depending upon the sector it is dealing with, the firm focuses on delivering impeccable end-to-end solutions that fulfil the needs of every shipment that goes across.

Beyond leveraging both manual and tech-reliant resources to ensure meticulous delivery of offerings, the firm also prides itself in delivering robust quality control measures which play a pivotal role. These measures are maintained by manufacturing companies and verified by government agencies like the Export Inspection Council. Adapting to the ever-changing

requirements of the market, Gutenberg Wesentlich is rapidly becoming the goto exporter in this sphere, catering to a diverse clientele spread across the globe.

An Adventurous Future

"We are a bunch of young professionals working in a highly traditional segment of export. We would be unable to enter the market with the strategy employed by established decades old players. Therefore, our approach towards business is significantly different to the established industry players. Over the next years, our target would be to strike more and more unconventional deals and to retain our customers", says Dipan Mewada.



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Having only established itself in 2022, the company has navigated through an experimental phase, now shifting its strategies into a more refined format with a focus on efficient resource management as well as tactical expansion. The company is also striving to acquire more clients by leveraging international expos. They aim to strengthen rapport with suppliers and vendors by establishing themselves as a trusted partner, fortifying sales, and developing a strong credit rating. This recalibration represents a positive trajectory that will lead the firm to strong growth and will improve industry placement.