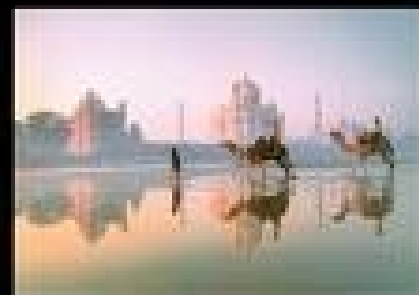
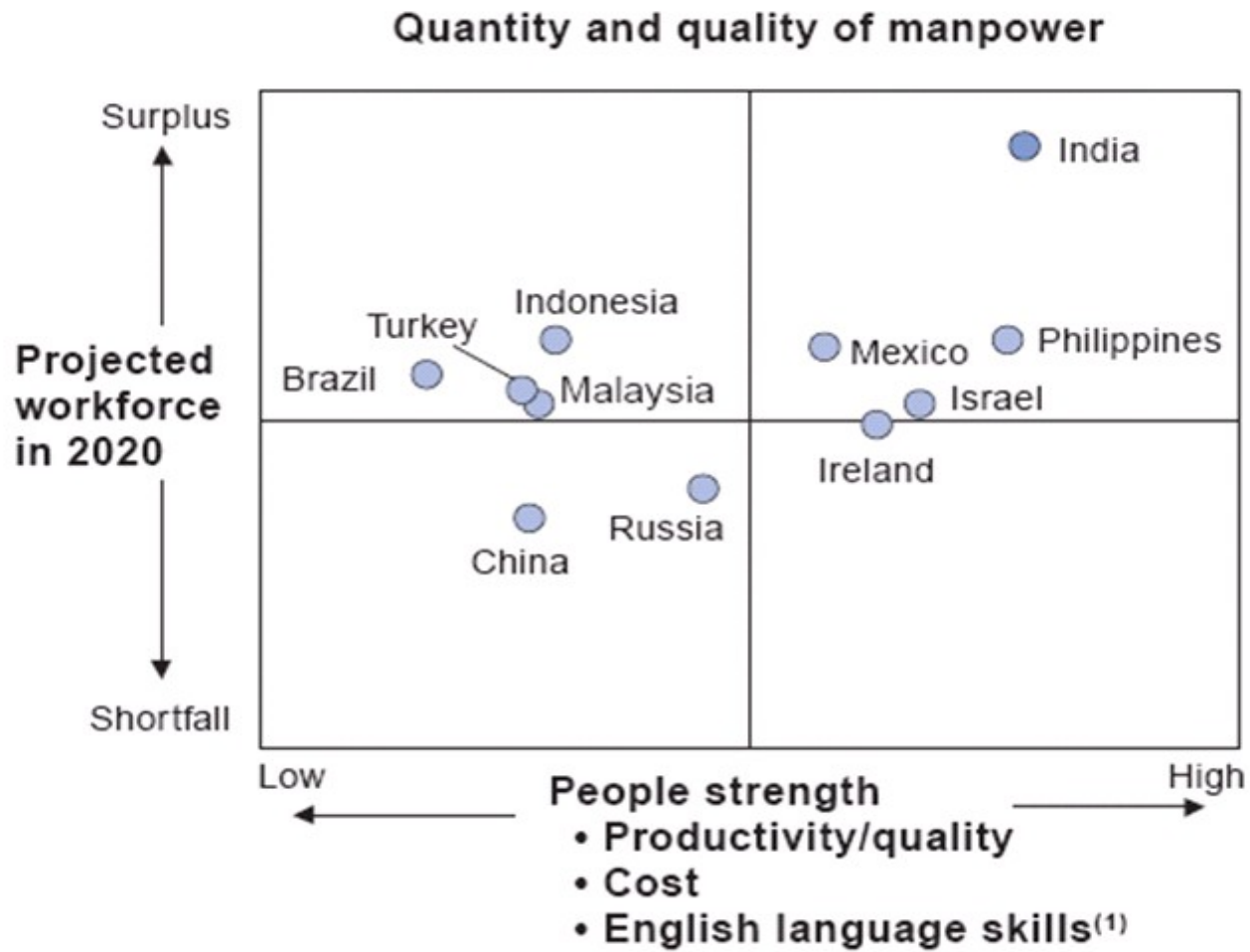




# Why India matters?

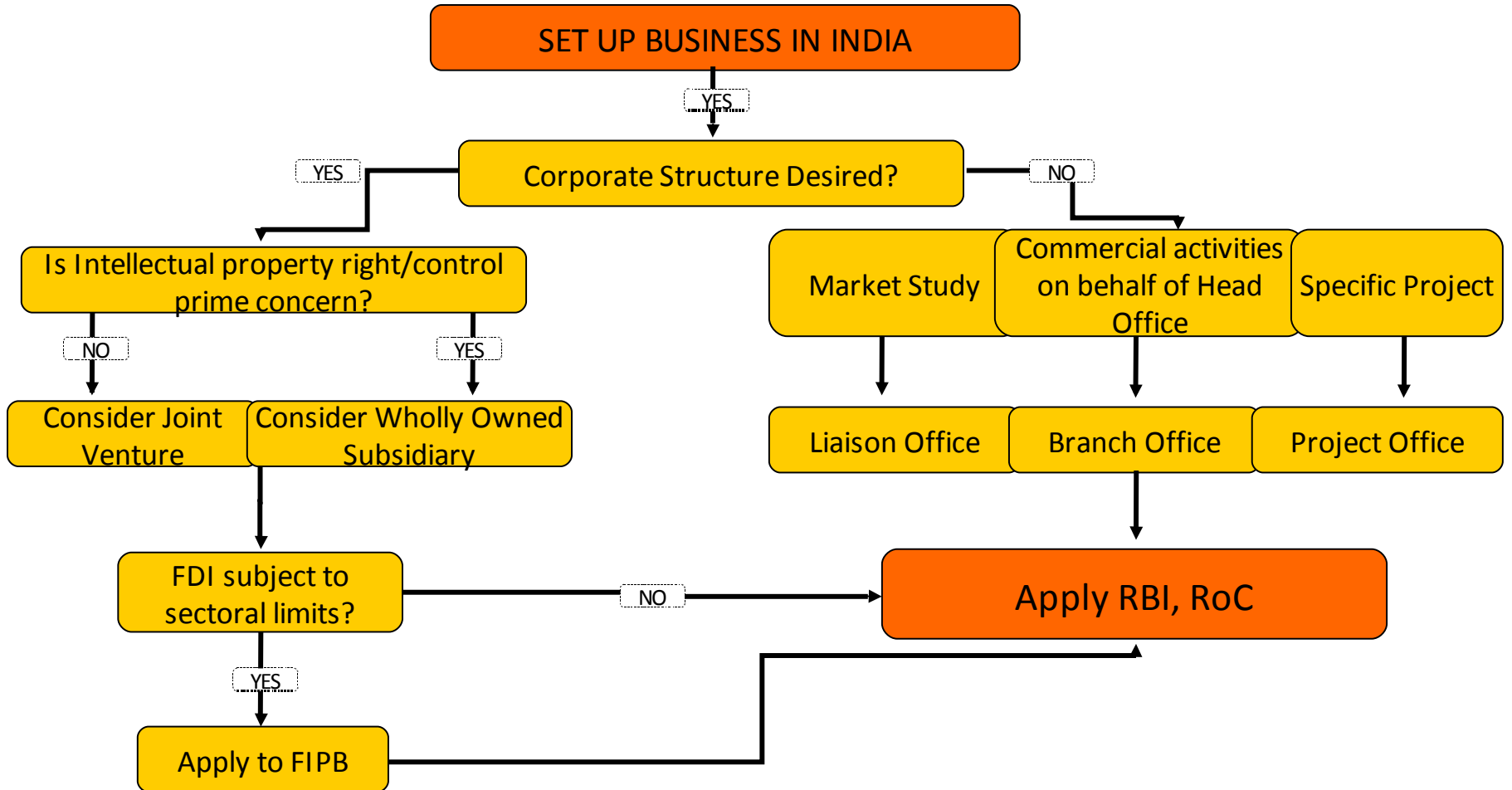


# INDIA'S COMPETITIVE ADVANTAGE VIS-A-VIS OTHER NATIONS



(1) Over 50% of shortages expected from English-speaking countries  
 Note: Pakistan, Bangladesh and Vietnam have not been represented for lack of reliable data on productivity and cost of service employees  
 Source: World Competitiveness Yearbook; Britannica Yearbook; Literature search; BCG analysis

# INDIA ENTRY STRATEGY



\*FIPB – Foreign Investment Promotion Board.

\*RBI – Reserve Bank Of India

\*FDI – Foreign Direct Investment

\*I-T – Income Tax Authorities

\*RoC – Registrar of Companies.

# Ten Top Tips for Doing Business in India

1. Research the market before you invest. Understand the size, potential and price dynamics - and how and where you want to enter it. Is your product or service right for the Indian markets?
3. Make sure that you have top management commitment and adequate resources to manage a business relationship in India.
3. Visit the market and take time to build personal relationships - be prepared to make follow up visits.
7. Choose your partner with care - do thorough Due Diligence and take independent advice. Consider what kind of agreement you need – and don't give away too much information in advance of finalizing any agreement.
9. Allow plenty of time for meetings and traveling around the market.
11. Don't be patronizing or under-estimate how quickly India is developing.
13. Understand the business culture and do not be aggressive.
15. Don't assume anything - find ways of checking progress without causing the other party to 'lose face'.
17. Be patient - it always takes longer than you think!
10. Talk to your International Trade Adviser - INCITE.

# Client Case Studies- Market Entry Strategy

**Client Industry:** Retail

**Client Sub-sector:** Store Fittings

**Client Headquarters:** Spain

**Service:** Market Entry Strategy



Client is an established, five-decade-old company widely recognized for its retail store solutions.

Client was interested in understanding the market potential for its products in India as well as the appropriate market entry strategy. WealthTree made its recommendation, which the Client accepted, by undertaking primary research on this segment of the Retail industry. At the conclusion of the assignment, the Client had developed a deep understanding of its market in India, competitors and customers, industry dynamics, regulatory landscape and business plan. Kider followed our recommendation and set up a factory at Pune, approximately 200 km from Mumbai

Providing reliable direction on the path forward is what we earn high marks for, as we did with this Client.

# Client Case Study – Partner Search

**Client Industry** : Services

**Client Sub-sector** : Training and Development

**Client Headquarters** : Belgium

**Service** : Partner Search



Client is a trainer entrepreneur specializing in imparting knowledge on cultural awareness for businesses in a global setting.

Client was interested in understanding the competitive landscape for his services in India and the possibility of forming partnerships with promising training firms. WealthTree identified and shortlisted companies in this segment as well as approached them for discussions on behalf of the Client. WealthTree's services enabled the Client to sign agreements with training firms that offered the best fit.

Enabling business by taking care of the details is what we earn high marks for, as we did with this Client.