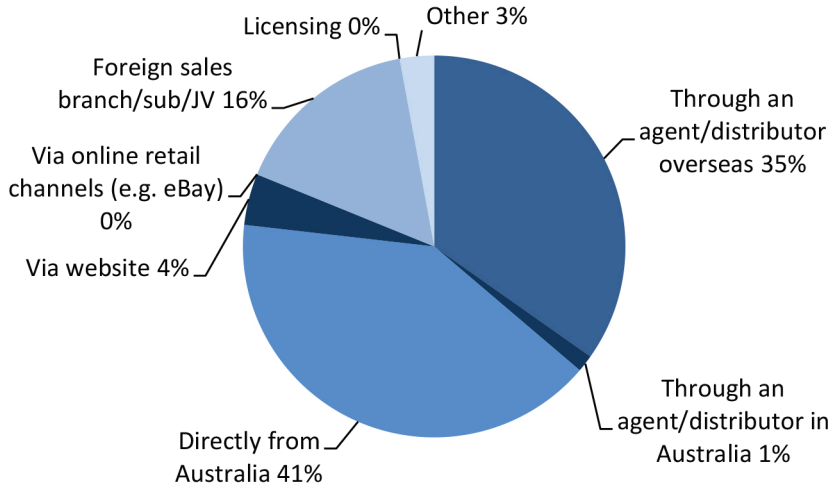


INDIA

Figure 37: India - Mode of servicing

Survey question: *Mode of servicing (top two countries)*

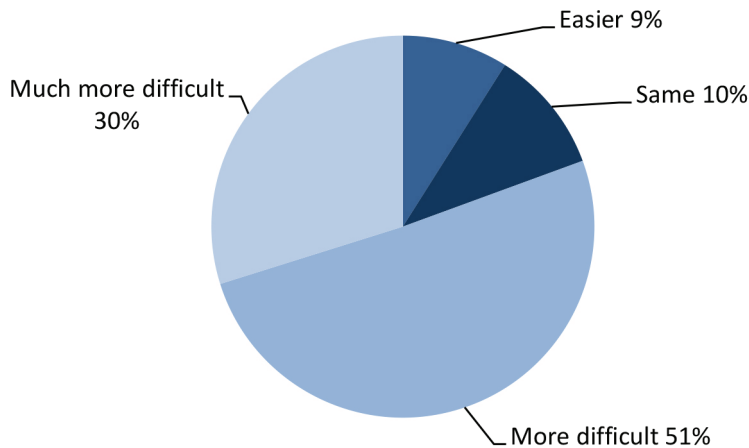


Sample size by number of respondents: n=71

Unlike China, India is being serviced via websites by a small number of respondents, as Figure 37 shows (4 per cent). Otherwise, the choice of modes used to service the Indian market is similar to those selected for the Chinese market.

Figure 38: India - Ease of doing business compared to Australia

Survey question: *Ease of doing business (top two countries)*

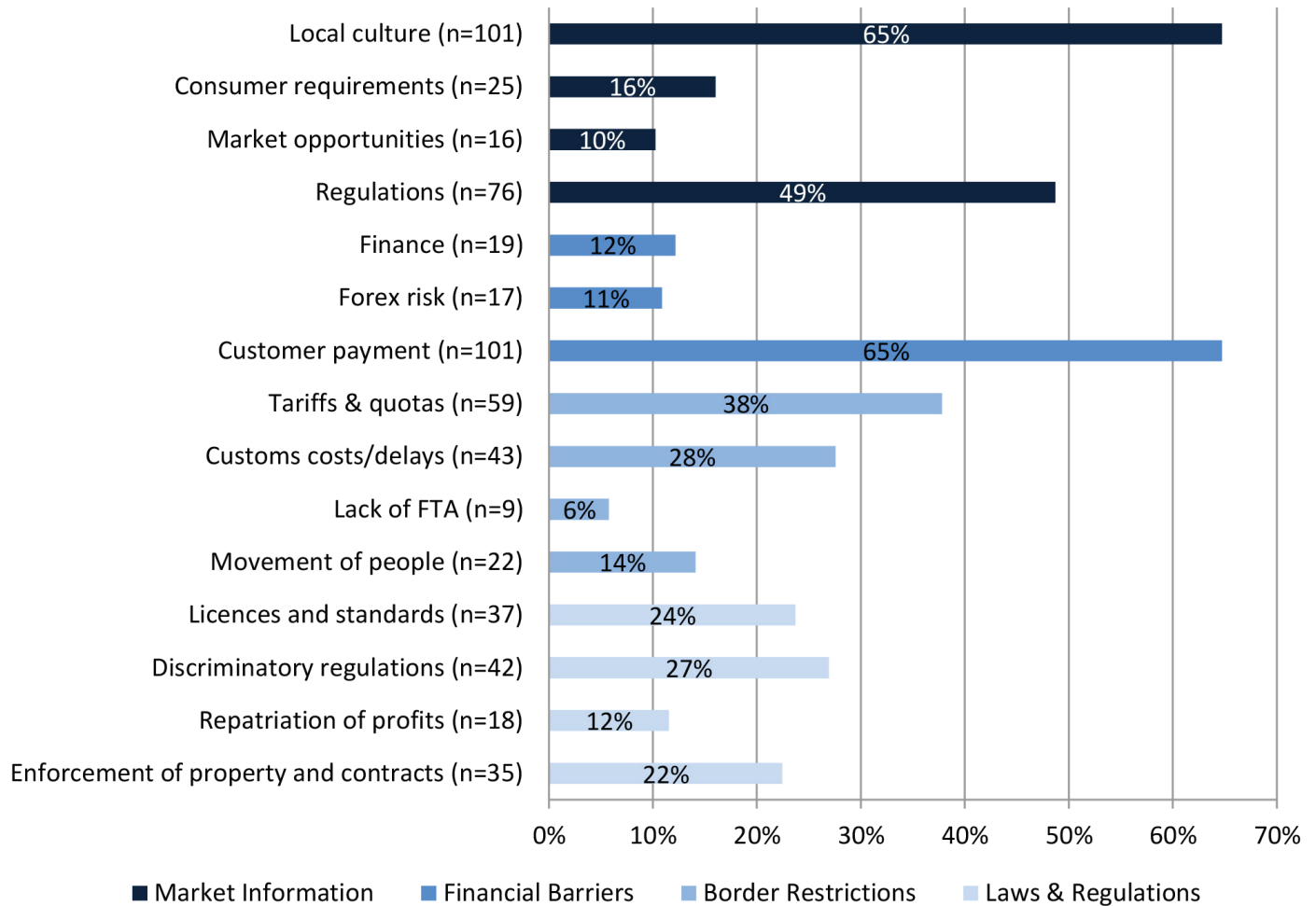


Sample size by number of respondents: n=71

Of those respondents for whom India is an important market, 81 per cent regard it as more/much more difficult than Australia (Figure 38), a higher proportion than for China. No one thinks it is much easier than Australia. Perceptions of the difficulty of doing business in India hold across all industries.

Figure 39: Barriers to doing business in India

Survey question: *What are the barriers that make (this country) so difficult for your company? (select all that apply)*



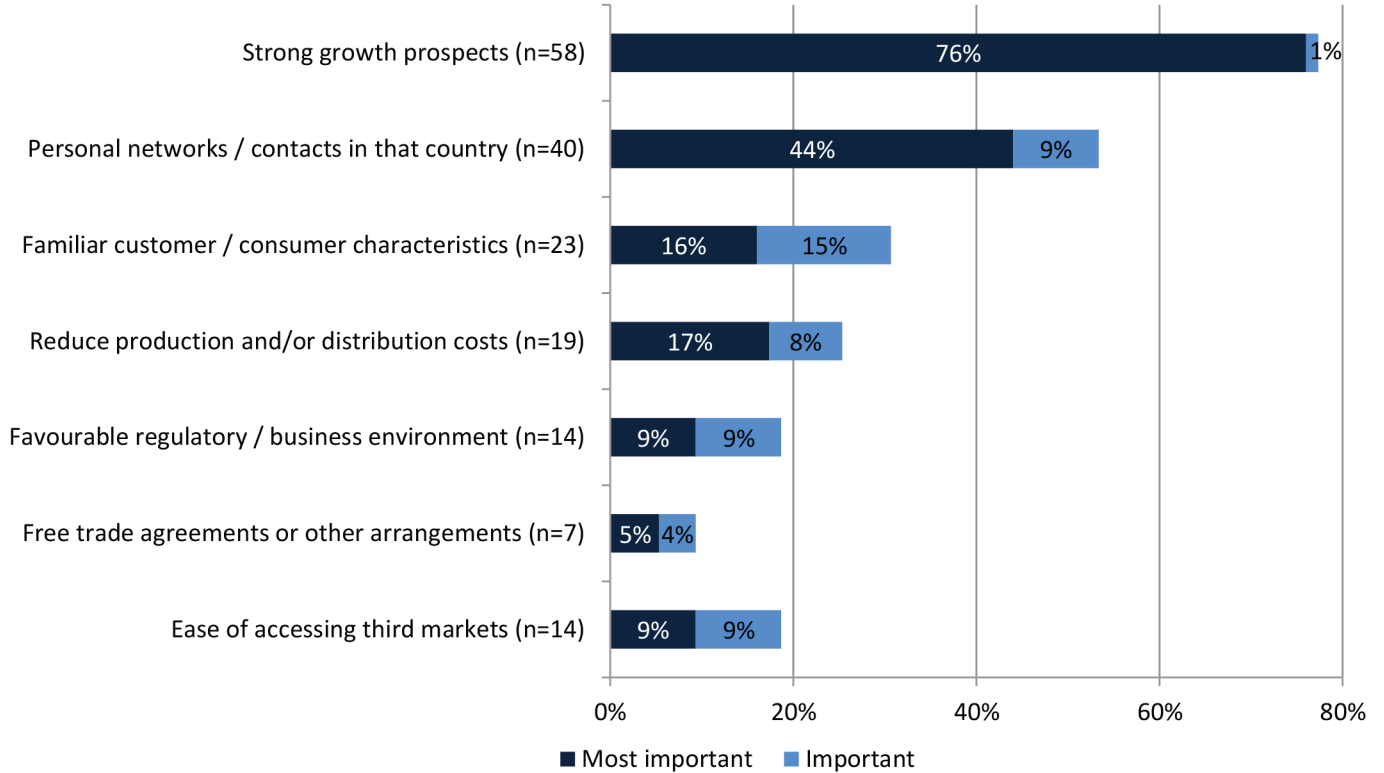
Sample size by number of respondents: n=156

Sample size by number of responses: n=620; multiple responses were possible

Lack of information about culture and business practices, as well as problems concerning customer payment, are the most commonly selected barriers to doing business in India (Figure 39). Such challenges assume greater relative importance the longer a company has done business in India, so experience does not seem to mitigate the adverse effect of such barriers.

Figure 40: Why was India selected for future business?

Survey question: *Why has your company chosen to target this country for future business? (select all that apply)*



Sample size by number of respondents: n=75

Sample size by number of responses: n=181; multiple responses were possible

Note: 'Other' category accounted for n=6 responses

While strong growth prospects are overwhelmingly the most important reason provided for planning on doing business in India in the future, personal contacts/networks do play a secondary role (Figure 40). While this is mostly not the primary motive for planning to expand to India, it does suggest that personal connections are regarded as facilitating entry to the country.