

1. Record Nr.	UNINA9910816043703321
Autore	Bednarek Diana
Titolo	Entering successfull the indian market : recommendations and challenges for german small and medium-sized companies // Diana Bednarek
Pubbl/distr/stampa	Hamburg, Germany : , : Anchor Academic Publishing, , 2014 ©2014
ISBN	3-95489-623-0
Descrizione fisica	1 online resource (167 p.)
Disciplina	382.091724
Soggetti	Financial crises - Developing countries Industries - Developing countries Developing countries Commerce Developing countries Economic conditions 21st century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Entering successfull the Indian market; Contents; List of abbreviations; 1. Introduction; 1.1. Problem description and objectives; 1.2. Scope of work; 2. Terminologies; 2.1. Definition of small and medium-sized companies; 2.2. Market entry barriers; 3. Analysis of the market environment; 3.1. Economic conditions; 3.2. Political and legal conditions; 3.3. Socio-cultural conditions; 4. Methodologies; 4.1. Quantitative and qualitative research methods; 4.2. Methods of collecting data; 4.3. Question types; 4.4. Designing and dispatching of the questionnaire 4.5. Practical implementation of interviews 4.6. Data analysis and quality criteria; 5. Market entry barriers in India; 5.1. Tariff barriers; 5.2. Non-tariff barriers; 5.3. Market-related barriers; 5.4. Company-related barriers; 5.5. Recommendations, success factors and key challenges for German small and medium-sized companies in India; 6. Conclusion; 6.1. Target achievement; 6.2 Prospects; Index of appendixes; Appendix 1) Designed questionnaire; Appendix 2) Questionnaire evaluation; Appendix 3) Interviews; Bibliography
Sommario/riassunto	The objective of this study is to identify, to analyse, and to evaluate the

market entry barriers for German small and medium-sized companies in India. Moreover, this study provides recommendations in order to minimize or overcome those barriers. Existing studies are discussing the market entry of big companies such as of Siemens AG and Robert Bosch GmbH in India, but issues of small and medium-sized companies are neglected. This academic void is closed by this study with the help of the implementation of questionnaires and interviews. Based on these primary sources, market entry barriers for

---