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Author Rahul Nautiyal
Author's Email Address No Public.
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Abstract ABSTRACT
Indian economy is growing fast and it is attracting lot of companies around the world. These companies are setting up manufacturing units in India, the reason for this is not just the cheap labor provided by India, but India is also one of the fastest growing consumer markets in the world.
Indian paint industry is one with immense potential; the growth is driven by Rise in Income, Boom in Indian Housing Sector, Strong Industrial growth, Heavy Infrastructure Spending, Increase in manufacturing activities and Less Seasonality.
However, high market growth is not the only factor that can guarantee the success in Indian market. Understanding the complex culture of Indian consumers and business structure are very important things foreign investors should concentrate on. Strategic analysis of business structure is primary step that any new comers should conduct in order to assess the potentiality of the market as it is the basis of intelligent strategic planning.
The purpose of this market research can be divided into following three parts:
1) To analyze the structure of Indian paint industry
2) To find out the buying behavior of paint customers
3) To provide the recommendation for new entrant, so that companies can make better business decisions when entering the Indian paint industry.
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