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Abstract
India is largest country in South Asia with an outstanding economic performance. India is filled with the infinite business opportunities and has already become the spotlight in the global economy. However, Taiwan enterprise's footsteps are relatively slower, so there is plenty of room for trade and investment.
The technical advantages and the market experiences from Taiwanese economy development are corresponding to the necessity of the economic development of India nowadays. Therefore, the cooperation between Taiwanese enterprises and India could achieve the complementary effect and the mutual benefit in India economy development. Also, both governments have already established an Economic and Cultural Cooperation Councils. This platform would be an integrator for the bilateral interactions between India and Taiwan.
Indian Footwear Industry is one of the growing Industry and Chemical Adhesive play an important role in Footwear manufacturing, hence enormous space for Taiwanese Adhesive manufactures in Indian Footwear Industry. However, High market demand is not the only factor that can guarantee the success in Indian Market. Understanding the diverse business culture of India, current market from Demand and Supply side are very important thing for foreign investor. Analysis of business structure of the Indian Market as it is the base of any intelligent strategic planning.
The following points of view are the objective from this research:
1. To verify the foreign entry modes with the academic theory which I have learned in the IMBA course.
2. To analysis the Demand & Supply Side of Indian Footwear Industry.
3. To provide the recommendation for new entrant, so that company can make better business decisions when entering in Indian Market.
Key words: Entry Mode, India, Footwear Industry, Adhesive Market, Taiwanese MNC.
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