

APPENDIX – QUESTIONNAIRE FOR INDIAN FIRMS IN GCC
MARKET

Survey Questionnaire

Please take out a few minutes of your valuable time to fill up this questionnaire. Please be assured that the information submitted via this questionnaire will be treated confidentially and used exclusively for the purposes of the study. Results will be published without attribution and will be reported in an aggregate format only.

1. Please provide some general information.

a. Name of the firm: _____

b. Name of the foreign affiliate: _____

c. Postal address of the firm:

d. Postal address of the foreign affiliate:

e. Telephone and Fax numbers of the firm:

f. Telephone and Fax numbers of the foreign affiliate:

2. What *Market Entry Strategy* have you chosen to market Indian products in Oman market?

- i. **Exporting**
- ii. **Management Service Contract**
- iii. **Joint Venture**
- iv. **Wholly Owned subsidiary**

3. How **important** were the following factors in choosing the above *market entry strategy* to market Indian products in the Oman market?

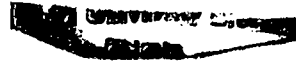
S.No.	Factors	Very Important	Important	Neutral	Less Important	Not Important
1.	Competitive Target Market.					
a.	How important was the fact that greater types and number of competitive products are available in the market, when choosing your current market entry strategy?					
b.	How important was your competitor's market share, his coverage, and growth rate in Oman, when choosing your current market entry strategy?					
c.	When choosing your current market entry strategy, how important were the advantages and weaknesses of the competitors in the Oman market(for e.g. uniqueness of competitor's product and facilities for distribution)?					
d.	How important was the presence of similar and easily substitutable products available from competitors as a factor, when choosing your current market entry strategy?					
e.	How important was the price levels of competitive products compared to your CIF(costs, insurance and freight) price in the Oman market, as a factor when choosing the above market entry strategy?					
2.	Legal Restrictions in host country.					
a.	How important were the foreign import regulations in Oman as a factor when choosing your current market entry strategy?					
b.	How important were tariffs, import duties and taxes assessed by Oman on your products, when choosing the current market entry strategy?					
c.	How important were the tariff concessions allowed by Oman(i.e. drawbacks, preferential tariffs), as a factor when choosing the current market entry strategy?					
d.	How important were the non tariff barriers like product standards imposed by the Oman govt.(e.g. local assembly laws, local safety and environmental regulations), when choosing your current market entry strategy?					

e.	How important were the regulations on limitations on the share of the foreign investor in Oman, when choosing the current market entry strategy?					
3.	Political Environment in the host country.					
a.	How important was the good diplomatic and political relations between India and Oman, when choosing the current market entry strategy?					
b.	How important was the politically stable environment as depicted by the extent of representation and confidence of people in their Government, when choosing the current market entry strategy?					
c.	How important was the foreign government's internal policies, attitudes and actions towards private enterprise in choosing the current market entry strategy?					
4.	Cultural and social similarity between the home and the host country.					
a.	How important was the degree of cultural unity and national integration in Oman, as a factor, when choosing the current market entry strategy?					
b.	How important were the differences in lifestyle and customs of various groups in Oman as a factor when choosing the current market entry strategy?					
c.	How important were the cultural similarities between India and Oman, when choosing the current market entry strategy?					
d.	How important were the problems due to different language in Oman, as a factor when choosing the current market entry strategy?					
5.	Investment risk in the host country.					
a.	How important was the availability of tax advantages in Oman, as a factor, when choosing your current market entry strategy?					
b.	How important was the low risk of converting and repatriating profits to India, as a factor, when choosing the current market entry strategy?					
c.	How important was the availability of investment incentives in Oman, as a factor when choosing the current market entry strategy?					

d.	How important was the Foreign Investment Policy of Oman Government, when choosing the current market entry strategy?					
6.	Market Potential in the host country					
a.	How important was the average annual sales of your type of product in Oman, as a factor when choosing the current market entry strategy?					
b.	How important were the future trends and growth rate of the Oman market in which your product would be sold, when choosing the current market entry strategy?					
c.	How important was the purchasing power of customers of Oman, when choosing the current market entry strategy?					
d.	How important were the adaptation costs associated with products, when choosing the above market entry strategy?					
e.	How important were the differences in product usage in Oman, when choosing the current market entry strategy?					
f.	How important was the need to change your product specifications due to differences in foreign buyer's tastes and preferences or technical requirements, as a factor when choosing your current market entry strategy?					
7.	Level of development and economic welfare of the host country.					
a.	How important was Gross National Product and per capita income in Oman, when choosing the current market entry strategy?					
b.	How important was education and employment levels in the local population, as a factor when choosing the current market entry strategy?					
c.	How important were the availability of reserves in Oman, as a factor when choosing the current market entry strategy?					
d.	How important was the wealth of Oman in natural resources and the extent of their development, as a factor, when choosing the current market entry strategy?					
8.	Infrastructure available in the host country.					
a.	How important was the Costs and efficiency of transportation to Oman from India(airlines, shipping lines etc.), as a factor when choosing the current market entry strategy?					

b.	How important were the costs and efficiency of transportation within Oman (roads, highways etc.), as a factor when choosing the current market entry strategy?					
c.	How important were the costs and efficiency of physical handling and warehousing in Oman when choosing the current market entry strategy?					
d.	How important were the costs and efficiency of communications to Oman from India(email, phone etc.), as a factor when choosing the current market entry strategy?					
e.	How important were the costs and efficiency of communications within Oman(e.g. commercial broadcast media, print media),as a factor when choosing the current market entry strategy?					
f.	How important were the costs and efficiency of trade fairs and industrial exhibitions in Oman, as a factor when choosing the current market entry strategy?					
9.	Size of the firm					
a.	How important was the average turnover of the firm as a factor, when choosing the current market entry strategy?					
10.	International business experience of the firm					
a.	How important was the number of years since the firm has been involved in international business, as a factor when choosing the current market entry strategy?					
b.	How important was the number of years of experience in the particular industry in which the firm is operating, as a factor when choosing the current market entry strategy?					
11.	Proprietary technology in the host country.					
a.	How important was the Unique patent(s) possessed by the firm, when choosing the current market entry strategy?					
b.	How important was the Trademark of the firm, when choosing the current market entry strategy?					
c.	How important was the Brand name recognition in Oman when choosing the current market entry strategy?					
12.	Organizational culture of the firm.					

a.	How important is the fact that a firm encourages open discussion when choosing the current market entry strategy?					
b.	How important is the fact that a firm de-emphasizes status distinction, when choosing the current market entry strategy?					
c.	How important is the fact that a firm encourages experimentation and tolerates mistakes when choosing the current market entry strategy?					
d.	How important is the fact that a firm favors promotion from within, when choosing the current market entry strategy?					
13.	A firm's reputation for superior product, process or management technology.					
a.	How important is protecting reputation for superior production process as a factor when choosing the current market entry strategy?					
b.	How important is protecting reputation for superior management as a factor when choosing the current market entry strategy?					
c.	How important is protecting reputation for superior quality as a factor when choosing the current market entry strategy?					
d.	How important is protecting reputation for technological innovativeness as a factor when choosing the current market entry strategy?.					

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Thank you for your cooperation.