

## **PREFACE**

International business comprises a large and growing portion of the world's total business. Products developed in one country are finding enthusiastic acceptance in other countries. Hence, trade is increasingly global in scope today.

Vigorous expansion of the world economy, partly due to the governmental policies, aimed at ensuring economic growth, has provided the principal impulse for the growth of international trade. The gradual liberalization of trade restrictions and import quota, reduction in custom tariffs and the vigorous export promotion activities of several nations have contributed to the growth of international trade. Increased flow of funds from the economically advanced countries to the developing ones has also helped in its growth.

The Gulf Cooperation Council (GCC) countries, viz. Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates, represent important trade and investment partners for India. The Gulf Cooperation Council (GCC) as a collective entity has tremendous significance for India. India enjoys traditionally cordial relations and cooperation with the GCC. India's old, historical ties with GCC states, growing trade and investment opportunities, and presence of 3.3 million Indian workers in the region, are of vital interest to India. GCC countries are the second-biggest trading partners of India.

The present study is conducted to devise market entry strategies for Indian products in GCC market. In order to do so, an attempt was made to identify the underlying factors

which result in the adoption of a particular Market Entry Strategy. The present study shall provide insight on the different factors that affect the market entry strategies of Indian firms when entering the GCC market.

The study has been divided into nine chapters, which have further been sub-divided into various sub sections. In the first chapter is an introduction to the thesis and four market entry strategies of exporting, joint venture, wholly owned subsidiary and management service contract have been discussed. The second chapter explores India's trade with GCC countries. The third chapter discusses the various studies conducted on this subject and discusses the research methodology to be adopted. The fourth chapter discusses the resource based theory and framework on which is study is based. The fifth chapter discusses the various Indian firms using different market entry strategies in Oman market of GCC countries. The sixth chapter analyses the data collected on host country factors to examine their relevance to market entry strategy. The seventh chapter analyses the data collected on firm specific resources and strategic issues to examine their relevance to market entry strategy. The eighth chapter presents the SWOT analysis of the countries that make up the GCC market. In the last chapter, chapter 9, summary, conclusions, limitations of the study and recommendations and future research directions have been presented.

  
( Ruchi Agarwal ) 14/12/09