



# Comprehensive Survey

## *Exploring India Conference*

**Note:** The information collected through this survey will be used for the purpose of general analysis on an aggregate basis only. Any individual or company information supplied will remain confidential. Please answer only those questions that are applicable to your company.

Please return all completed surveys to Nicole Williams by **June 16** via fax: (306) 586-5177, email: [nwilliams@benchmarkpr.ca](mailto:nwilliams@benchmarkpr.ca) or mail: 3<sup>rd</sup> Floor, 2368 Rae Street, Regina, SK, S4T 2G2.

### Corporate Description

1. What kind of product/service do you sell?
  
2. Do you currently export?
  - Yes
  - No
  
3. Volume of export sales?
  - \$1 – 50,000
  - \$50,001 – 100,000
  - \$100,001 – 250,000
  - \$250,001 – 500,000
  - \$500,000+
  
4. If you export, please list your markets that are near or associated with India.

## Trade Opportunities with India

5. If India is an existing market for your product or service:
  - a. What do you currently sell to India?
  - b. How long have you been doing business in India?
  - c. What strategies or advice do you have about doing business in India?
  
6. Do you see India as an expanding market or a new potential market for your product or service?
  - a. What market potential do you see in India?
  - b. What types of contacts are you interested in finding in India to further expand your business?
  - c. What types of market intelligence would help position you to succeed?
  - d. What are the barriers or problems that you foresee?
  - e. What types of customers are you seeking in India (i.e. distributor, direct retail sales, sales representative)?
  
7. Do you currently import goods from India? If so, what do you import?
  
8. How can India contribute to your supply chain (i.e. suppliers or outsourcing)?

## **Logistics**

9. What logistic opportunities do you foresee in exporting to India?
10. What logistic challenges do you foresee in exporting to India?
11. What types of logistical support would better position your business to succeed in India?
12. Are you aware of logistic opportunities or free trade zones that may affect your business? Would you be interested in learning about them?

## **Human Resource Management**

13. Do you feel that there are opportunities to use skilled labour from India in Saskatchewan? Please specify.
14. Are you seeking skilled labour from India? If yes:
  - a. What type of skilled labour do you seek?
  - b. What are the challenges you face in obtaining skilled labour?
  - c. What assistance would you require to secure skilled labour?
15. How may Indian immigration integrate into your business succession plan?

## Investment

16. Are you presently (or will you be) seeking or open to a capital injection or investment from India for business in Saskatchewan?
- What type of investment are you seeking?
  - Why would an Indian investor be of interest to your company?
17. Are you presently (or will you be) seeking to set up a business operation in India? If yes:
- What type of investment are you looking to make? In which part of India?
  - Why is this investment important for your business?
  - What type of information or assistance would you require to successfully setup your business venture in India?
  - Are you aware of Indian investment programs or investment assistance which may be available? Would you be interested in learning about them?

## Technology Research and Development

18. Are you presently (or will you be) seeking technology collaboration with Indian companies/agencies?
- Describe the types of collaborations you will be looking for to advance your research and development.
  - Describe how this collaboration will help expand your Canadian operations or sales?

## Business Plans

19. Do you see a commercial opportunity between your company and an Indian company?
- Yes
  - No
20. Overall, what are your plans over the next 12 months for doing business with India?
21. When will you be acting on that opportunity?
- 1-6 months
  - 6-12 months
  - 12-18 months
22. How much money are you considering investing to expand your business ties with India? How will the money be spent?

## Trade Team Saskatchewan (TTS)

23. What can TTS do to help your business succeed in India?
- Seminars: What types of activities (seminars, speakers, etc.) can TTS organize to help you achieve your trade objectives with India? What should be the topic of the activity?
  - Missions: What types of incoming or outgoing missions would be useful to your trade objectives? When should they occur?
  - Events: Are there key events in Saskatchewan that should involve India? Which events and why?
  - Other: Are there any other activities that TTS members can undertake to help you do business in India?

*Thank you for completing the survey. **If you would like to win an Ipad 2 for completing the survey**, provide your contact information below. Your contact information will only be used to contact the winner of the Ipad 2. The contact information will not be used in the survey results.*

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Would you like TTS members to use your contact information above to follow up with you?

- Yes
- No