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BUSINESS OPPORTUNITY IN INDIA  
FOR COMPOSTER

Degree Programme in International Business  
and Marketing Logistics  
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The purpose of this thesis was to find out business opportunity for composter business in India. Business environment, Market overview, legal barriers, and Implementation plan for foreign company were the task to highlight in this thesis along with recommendation.

The whole thesis consists of seven main sections and under each of the main section there are subsections to describe the idea clearly. The main sections are Introduction, objectives of the research, theoretical information, research methodology, implementation of research, recommendation and conclusion. The introduction section has described the general overview of the thesis and the objectives of the research section has define thesis topic. The theoretical information has covered the theory related to writing business opportunity for composter. The research methodology section has shown method for thesis research. The implementation of research section which is the main bone of the thesis title 'business opportunity in India for composter'. The last sections have drawn the result of the research.

The theoretical information included the relevant points needed to write thesis. Mainly books have been used for the theory except few websites. Few statistics data have been used to explain the theory.

The implementation of research sections has covered implantation plan, industry analysis, PEST and SWOT analysis and business possibilities.

The final part of the research has shown accessibility and visibility of the business opportunity for composter though political instability and culture difference issues but helpful for business expansion in future.

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## 1 INTRODUCTION

As a Foreign degree student in Satakunta University of Applied Sciences, studying International business and Marketing Logistics in final year. The purpose of writing this research as part of my bachelor thesis. The idea came to mind meanwhile doing my practical training in well known Finnish company and decided to write about this topic as part of thesis.

During my practical training, I learned about project management, documentation, and project development by doing practical way. Improved my skills and knowledge about composter and raw materials which compost food waste. Thus, I learned how to do market research and what information need for project development.

Finnish composters need to have bedding material for composting food waste. Company realizes that it might cost more to Indian consumers exporting bedding material from Finland. During my research I came through result as, contacting local vendors in India and asking free samples of raw materials. I succeeded in that task. On the other hand, I was looking for some more raw materials' vendors to choose suitable vendor for company in terms of long term business. I also carried out those research data with me after my summer internship. Finally I decided to choose this research as my thesis topic. Though needs to collect more data for theory background.

## 2 PURPOSE AND CONCEPTUAL FRAMEWORK

This thesis conducts in order to find out business possibility for composter in India. By creating research objectives and questions helps to analyze the market situation, industry performance, new trends in market, foreign trade policy, business partners and future business expansion in target country.

## 2.1 Research objectives and questions

- How to expand composter business in India?
- What is the legal environment for composter business?
- How to find business partners for the industry of composter business?
- Where to implement business solutions in India?

The first objective is to describe composter business expansion in India as market exists with competitors. The second objective is to describe local government interruption or barriers in terms of business for company. The third objective is to describe how to get one good business partner in the country along with culture difference. The fourth objective is to describe business expansion possibilities and their implementation activities in the country.

## 2.2 Conceptual framework

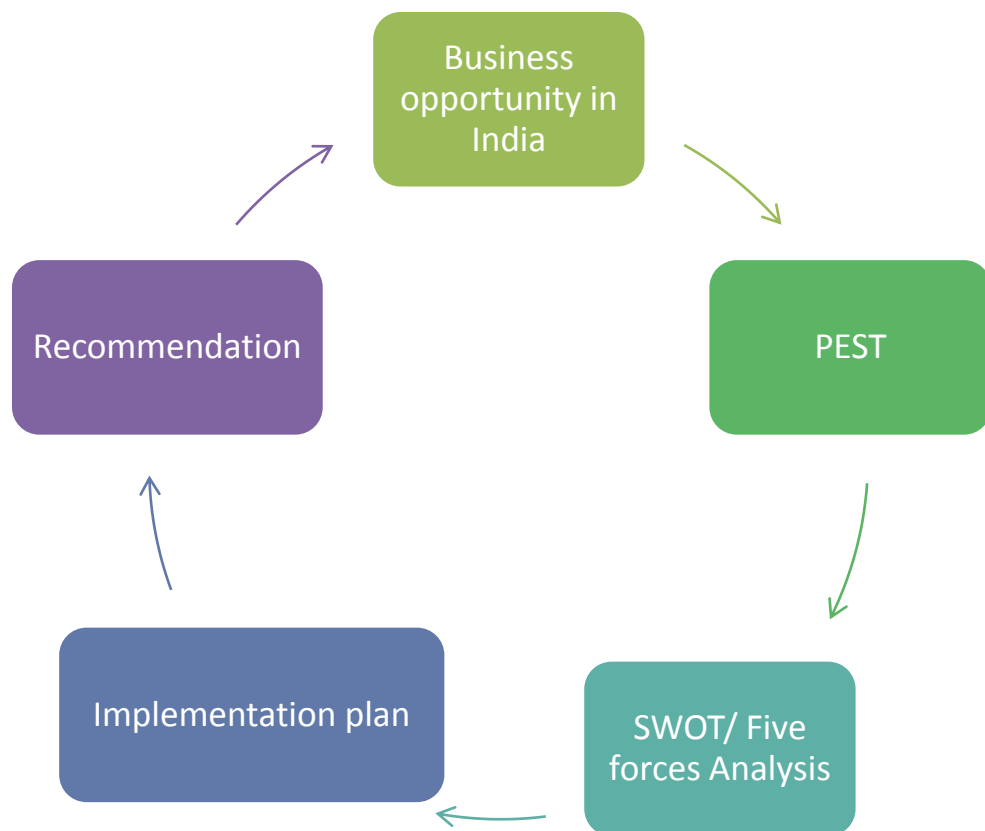


Figure 1: Conceptual framework

Conceptual framework describe as a circle of vary key factors that helps to analyze thesis topic. It has made by author in order to understand basic research objectives. Business opportunity in target market concludes the real facts and figures indicate current market at the moment for foreign company to do business. Market size, Competitiveness, Business expansion possibilities, new trends and government interruption. PEST analyzes help to define country's outlook scenario as a business concept. Porter's model will be introduced too. On base of theory, Implementation plan gives broad idea where to start and implement basic business structure for future expansion. Recommendation will be based on research work; outcome of research indicates and answers from interviewee.

### 2.3 Limitations of the thesis

This thesis research will include theory part and implementation part for composter business opportunity in Indian market. Cross-culture will not be discussed in this thesis. Own experience, knowledge, books, journal, online articles and Interview will be taken through email.

## 3 THEORETICAL BACKGROUND

### 3.1 PEST Analysis

The PEST analysis is a helpful tool for understanding societies. As we known, the PEST analysis focuses on the macro-environment analysis. The macro environment consists of a number of broader forces that affect not only the company, but also the other factors in the microenvironment. PEST analysis stands for Political, Economical, Social and Technological factors that affect business performance. (Jobber & Fahy 2009, 29.)

Political forces impact on business activities of a company. Political decisions may be a driving force or block for a certain business. So the crucial political forces determine the rules by which business is conducted. Moreover, stable political environment also indicate financial risk, asset security and so on. Related to the printing business, some support from the government, tax policy, competition law and policy environmental law and other policies should be taken into account because those regulations can have a profound influence on business conduct. (Jobber & Fahy 2009, 39; Pitt & Koufopoulos 2012, 48; Jobber 2010, 73.)

Major economic forces include economic growth, wage levels, the rate of taxation, interest rate and so on, which affect the supply and demand in the market and consequently influence how the company operates and makes decisions. So companies must choose economic influences that are relevant to their business and monitor them. Social forces also influence marketing decision. Understanding demographics help the company predict the size and growth rates of markets, and estimate demand potential for products or services in the market. For example, if the average age in a city is over 40 years old, they may care more about health than young people that means there are opportunities for companies that produce and sell healthy foods. (Jobber & Fahy 2009, 30; Pitt & Koufopoulos 2012, 47-48; Jobber 2010, 76-77, 86.)

Nowadays, technological progress is affecting people's lives and companies' fortunes. Some technologies change lifestyles of people. For instance, people like to shop through the Internet. E-mail replaced the fax machine after development of Internet. As a result, monitoring the changes in the technological environment may offer some opportunities to the companies and help them dig for new market potential. The technological development plays an important role in the digital printing business at present. The faster developments of the technologies improve the efficiency of manufacturing products. In addition, the technological development can help companies have more channels to carry out the marketing activities such as e-marketing. (Pitt & Koufopoulos 2012, 46-47; Jobber 2010, 90-91.)

### 3.2 Industry Analysis

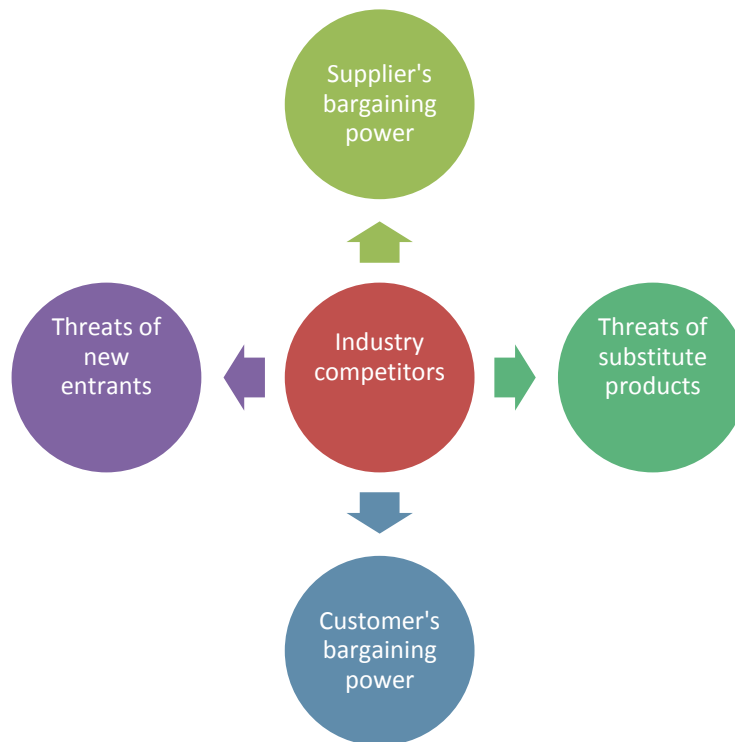


Figure 2: Porter's five forces model (Porter 2003, 9)

Porter's five forces model uses to define as line-of-business, evaluate potential opportunities and risks. This model determined the fundamental attractiveness of a market or a market sector in the long term. This model enables organizations to analyze their industry in a way that takes competitor's activities into account. Defining market too narrowly and in terms of market need and opportunity. (Porter 2003, 7.)

### 3.3 B2B Environment

The business environment consists of a number of factors which have different types and degrees of influence on the business. Some factors have a favorable impact on the some business, some adversely affect them while some are neutral as far as their impact on certain business. A factor that has a favorable effect on some business may adversely affect some others. For e.g., while import liberalization favorably affects the user industries it harms the import competing industries. (Cherunilam 2010, 2.)



As per the country's economy, indicates that India's position at 142 among 178 countries' performance in terms of regulatory environment and ease of doing business. The number tells that administration process quite lengthy and stressful. Number of government officials not able to co-operate with foreign companies. However, policy has been made easy for business in terms of registration for company, type of business, online taxation payments. License and permit issue still need to be fair and easy to do business inside country. (Website of Doing business 2015.) B2B business needs to have business partner in target country. It helps to establish business from one stage to other. Having local partner makes all types of administration process much easier to get done, communication issue, micro knowledge about market and industry to become familiar. Business also relies on good infrastructure, transportation, labor market and lower taxation. Advantages like large geographical area and decentralization inside country, along with such weaknesses. Ports and roads have not good infrastructure except few big cities. Transportation accessibility takes too much time. Labor market cheap because of population and migration from urban area to big city. Not enough to have skilled and professional labor. (Website of Business in Asia 2015.)

There are almost 135 Finnish companies doing business in India. Major business sector is energy and waste management. Most of Finnish companies having joint venture business in Indian market because of foreign trade policy. Nokia was the first company entered into Indian market but company's current issues with government policy changed and high taxation decreased their business. Clean tech is well known Finnish company in energy and waste management solution business and currently operating in vary major cities of India. (Website of Business environment 2015.)

Business environment is nowadays changing with new concept of E-commerce in Indian market. With help of internet and information technology through business to business or consumers. Many giant well known companies have joint hands with online trade companies, such as; Amazon, flip kart, Snap deal and etc. Finnish company may take advantage of these online trades companies to highlight their products and services.

The basic problems face by foreign companies in India are, slow and lengthy administration process, corruption and culture barriers. Though many European companies have get over all those odds and made a successful business in India. The latest Europe India chamber of commerce report has published and pushes more pressure on free trade agreement between Europe and India because European companies have seen potential market growth in country in upcoming years. Both chamber of commerce have signed the treaty and forward to government officials for approval. Only time will tell when it is going to happen in future. (Website of Europe India chamber of commerce 2015.)

### 3.4 SWOT Analysis

	Helpful	Harmful
Internal Origin	<b>Strength</b>	<b>Weaknesses</b>
External Origin	<b>Opportunities</b>	<b>Threats</b>

Figure 3: SWOT analysis model (Porter 2003, 6)

SWOT analysis is business analysis technique that organization can perform for each of its products, services, and markets when deciding on the best way to achieve future growth. SWOT analyzes help to understand different aspects for market in way of micro, macro economics of the target country. The process involves identifying the strength and weaknesses of the organization or industry, and opportunities and threats present in market that it operates. Strength and Weaknesses are internal factors while Opportunities and Threats are external factors. Internal factors help to identify positive and negative aspects of organization itself. External factors help to

identify outside benefits and obstacles for organization. Some factors can be either strength or weaknesses depending on business objective. (Porter 2003, 6-9.)

### 3.5 Environmental issues

The environmental issues in India are huge. Dropping water tables, mass deforestation, land degradation, river contamination, air pollution, industry waste, sewage system and population. The government policies and their implementation are weak and slow. It placed 125<sup>th</sup> among 132 countries for environmental performance. (Sengupta 2012, 54.) The degradation of environmental assets impact on people for their survival. Thus, growing urbanization inside the country makes poor people to move into big cities for labor. India's urban population, which was about 380 million (2011), is expected to grow to over 600 million by 2030, meaning that 40 percent of its total population. The reasons behind these changes are poor infrastructure, lack of food and water. Water quality across the country has also been affected by the pollution caused by agricultural chemical, unhygienic sanitation and reckless dumping of industrial and household wastes into the rivers, and lakes. Growing development is the key factor that environmental degradation causing serious threat to the future growth and damaging natural resources. Government and people have to be more serious towards environmental issues by taking necessary steps for sustainability. (Sengupta 2012, 54-56.)

The main area to focus on R&D development, industry plans should be identified and future plans also taking into consideration. This development map indicates cell research, tissue culture across country to provide great tools for development of mankind. However, this change needs more time because of education and culture difference. Government policies and schemes must be transparent and fair for business prospects. It need also skill development and advance laboratory facilities to examine quality of seeds and soil. Good access for transportation through land to collection point and towards lab. The more skilled manpower and technology connection needed for sustainable business. (Kumar 2011, 5.)

## 4 RESEARCH METHODOLOGY

### 4.1 Qualitative research

Qualitative research involves case study, personal experience, introspective, life story, interview, observational, historical, interactions, and visual texts. (Jha, N.K. 2008, 45.)

Qualitative data are based on meanings expressed through words and its collection results in non-standardized data requiring classification into categories. The analyses of qualitative method are conducted through the use of conceptualization. (Saunders, Lewis & Thornhill 2003, 378.)

Given the importance that market research plays in decision making, what types of data and what means are used to collect data play a crucial role in the success of a product. (Moore & Pareek 2010, 186.)

In this case study, utilizing author's personal experience, academic knowledge, gathering information through various books and articles, and an interview will be conducted through email.

### 4.2 Data collection

Any individual respondent is suitable for structured interview, selected by name, household and organization etc. It might take some time with interviewees to conduct structured interview with both open and closed questions and complicated questions. The size of example depends on the number of interviewers and response rate is pretty high. (Saunders, Lewis & Thornhill 2003, 284.)

A great deal of qualitative material comes from talking with people whether it is through formal interviews or casual conversations. (Woods & Pratt 2006.) Interviewing is a very useful method if the person interviewed is an expert or someone who represents a large group. (Moore & Pareek 2010, 190.)

A structured interview will be conducted in this case. Interviewees represent a high level of position in Finnish companies or organizations and have many years of experience in the same business field and have travelled to the target country many times.

According to the research topic, a structured interview is used, and the interview questions were created in April 2015. The interview questions were sent by email to two Finnish experienced individuals and few companies who do business in India in May 2015. Answers have been collected from two individuals by email. Finnish companies have made reasonable excuses for not to answer. (Interview questions see Appendix 3)

#### 4.3 Reliability and validity

Reliability indicates that the results of the study are reported correctly based on the material collected. In the case of a questionnaire, it means that the answers must represent authentic opinions from respondents. (Saunders, Lewis & Thornhill 2003, 310.)

The validity of the research means that the study has been conducted successfully. Validity indicates that it measures what it is supposed to measure. Validity of a questionnaire is usually high because the analysis is based on respondents' own experience. (Lin & Jones 1997, 5.)

Validity is concerned with whether the findings are really about what they appear to be about. It is the quality of a test doing what it is designed to do. The relationship between reliability and validity is straightforward and easy to understand. A research can be reliable but not valid, but the test cannot be valid without first being reliable. (Salkind 2006, 118.)

The data gathered in this thesis is by using primary and secondary data. The primary data was collected from interviews. The secondary data was collected from books, online articles, and internet sources. The results match with theory and answers from interviewees in this thesis.

## 5 IMPLEMENTATION OF THE RESEARCH

### 5.1 Implementation Possibilities

Swachh Bharat, campaign introduced by Prime Minister of India on 2<sup>nd</sup> October 2014. (Website of Ministry of Urban Development 2014.) It means that spread awareness about cleaning across country and still same vision going on among citizens. In the same tone, composter business also means cleaning and recycling food waste to reduce disease and environment issues. This business idea would be good to implement in southern part of India. Mainly pick one bigger city among others. It is Chennai, Tamilnadu. Higher population, urban and rural development is effective with green technology concept. Local transportation access wide enough for inhabitants. As per geographic location, sea ports are connected worldwide with modern facilities. Human resource skills, education, health care and modern infrastructure also advance in the city. Rural areas lay on sea side which can be more beneficial for company to get raw materials for compost bedding. Official languages are Tamil and English. A big hub for Information Technology where most of the students getting higher education in computer programming. Many foreign companies having their main offices in the same place while local companies are partners as well.

The more preferable location for making contacts to suppliers or vendors, modern laboratory facilities and possibly skilled labor workers. Local traders have been exporting agriculture seeds and herbals over the globe. People of Chennai, more supportive and educated enough to do business without language barriers. Though culture difference may affect.



Figure 4: Waste management chart (Website of Eco-wise BlogSpot 2015)

The picture above shows waste management process in India. Local municipal solid waste collects mainly household waste. Municipality workers collect this garbage from door to door or local habitants dump garbage into big plastic bins at one location in area. Municipality works under state government authority. This garbage is generated mainly from residential and industry areas. Growing urbanization and change in people's lifestyle and food habits, the amount of municipal solid waste has been increasing rapidly. Municipality has installed garbage collection bins to collect household waste from habitants. It locates at the outside of street in small towns. Transportation facilities have implemented to collect waste from bins and bring to the primary location in fewer cities. (Website of Ministry of Environment 2015.)

Most of the solid waste management process in the country is disposed by burning it. That is unhygienic and improper way. It has impacts on not only the ecosystem but also on the human environment. Unhygienic disposal practices leave waste open at the disposal site, which attracts birds, and fleas to the waste and creates unhygienic conditions like odour, and airborne pathogens. It creates many different serious diseases for habitants and harmful for environment. The plastic content of the municipal waste is picked up by municipality workers for recycling either at primary collection

centre or at dump sites. This process is not organized well. All the recyclables waste, mainly plastic bags and bottles, not picked up properly and left open on the site. It cause sewage blocking and water stuck inside sewage during monsoon season that affects of people's life. (Website of Ministry of Environment 2015.)

## 5.2 PEST Analysis

Political: There are various factors of the government which intervenes into the economy, different policies of the government, goods and services and the amount of support that the government provides for business. Many political decisions and policies have a great impact on various areas of business, quality of the work force, health and lifestyle of the consumers, quality of available technology and infrastructure. New elected government in early May 2014 has a strong determination to rule country for long term. It has introduced various schemes and policies for foreign companies. Tax reduction in corporate tax had been made to 42.02% from 43.26%. FDI policy has been implemented with few changes. It has changed to 51% from 26% in various business sectors. Some business sectors have made fully privatized for foreign companies. (Babu 2014, 2-3.) The world's largest democracy and second largest population country in the world. Indian constitution came into force on 26<sup>th</sup> January 1950 and advocates the trinity of justice, liberty and equality for all citizens. The Constitution of India is the longest written constitution of any sovereign country in the world, containing 444 articles, 12 schedules, 98 amendments and almost 120,000 words in English language.

Indian constitution based on Parliament and the Supreme court runs by Lok Sabha and Rajya Sabha. The Lok Sabha, is modeled on the British house of commons, but it is federal system of government borrows from the experience of the USA, Canada, and Australia. The Head of state is the President, a ceremonial role, originally modeled on the British monarch to advise, encourage, and warn the elected government on constitutional matters. The Head of government is the Prime Minister, elected by people of India during general election, held once in five years term. Government form by ruling party and oppositions parties in Lok Sabha. Almost 29 political



parties take part in general elections from various states. Government chosen by votes of ministers of parliament and people of India. Indian judicial, The Supreme court is the highest judicial authority in civil, criminal, and constitutional cases. The court consists of up to 26 judges, including the Chief Justice of India, appointed by President on the recommendation of the Prime Minister (Darlington, 2014.)

**Economical:** India, fastest growing economy in Asia-Pacific region with GDP growth 6.8% (2012). Thus, Unemployment is grown to 8.5% while Inflation is 9.3%. Latest FDI policy was implemented to attract foreign companies for investment in India. The figure has risen from 26% to 51% stake. Over the 20 year history of the economy index, India has advanced its economic freedom score by nearly 11 points. From a low base, it has achieved double digit improvements in half of the ten economic freedoms, most notably trade freedom which improved by over 65 points. India continues to be rated a mostly unfree economy. (Website of Economic freedom 2014.)

The central government's role in the economy is major stake among other states government. In 2012, the government removed FDI restrictions in several sectors which were retail and aviation. However, the overall regulatory environment remains same by administrative department and policy makers. Few restrictions on investment policy have pressure on private sector development and economy. (Website of Economic freedom 2015.)

**Social:** 1.2 billion people consist of various religious groups and minorities. Hindus are holding major population in India, meanwhile Muslims, Christians and other minorities' religious groups having their equal existence. The government is working on overall developments of all sections of society towards education, social empowerment, child labor, women safety and human empowerment. (Website of GOI 2015.) However, government has introduced various rural development schemes to encourage minorities and sub caste people to develop their skills, education, employment and society through Ministry of social justice and Empowerment.

**Technological:** The nation's main GDP based on agriculture which is 17.4%, however, 56.9% contribution from service sector. (Website of CIA 2015.) Main service sector rely on Information technology services export to USA, Europe and Canada. In

November 2014, India succeeded to launch The Mangalyaan satellite on Mars with first time trial and total cost of mission was \$74 million while NASA spent 10 times more money for the same mission. (Website of BBC News 2015.) However, smart phones making a huge business in India with cheap price, affordable and latest technology equipped with. As per research data, India will become second largest smart phone market by 2016 with figure 200 million. The reason, people keep connected on social media, online games and e-commerce trade with help of latest 3G internet accessibility. (Website of Economic Times 2015.)

### 5.3 Industry Analysis

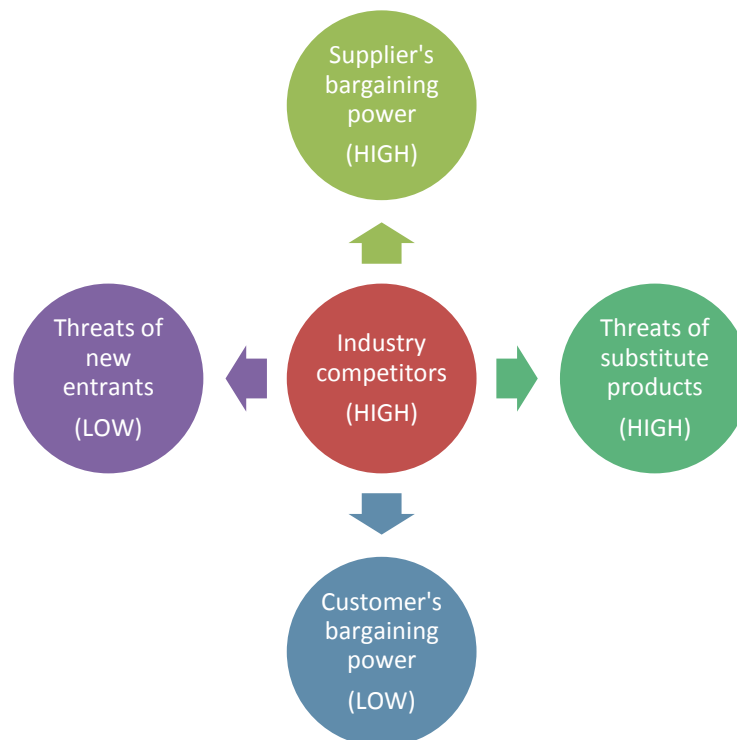


Figure 5: Porter's Five Forces Industry analysis for composter

Threat of new entrants: Industry is well known in country though market is highly competitive for new comers. Government's policy/schemes changed after new party comes to rule nation. Copyrights of products may remain high importance for business privacy. Chinese low quality may harm business. Climate change, Tsunami, Terrorism, Floods can be main threat. Exists competitors would be outsider threat

for new comers. More foreign players are active in industry to make profitable business while local NGOs doing voluntary work to develop rural areas. The reason, poor R&D and human resource skills. (Kumar 2011, 42-44.)

Industry competitors: Half of the industry players are foreign competitors. Most of them are US based competitors in joint venture with locals. Few government agencies doing business in same industry by following government's funds. As per new implementation of FDI, this industry is totally privatized. However, taxation and services controlled by local state government. Foreign players using latest technology and products with high skilled human resources to generate money for own business, contribution to society and environmental safety. (Paavola 2015; Kumar 2011, 42-44.)

Threats of substitute products: Finnish composter may cost high in the market compare to local products made by competitors. Possible way to manufacture products in target country to reduce cost and profit efficiency. Though, Finnish products well known for quality and best performance. Local NGOs having low cost products and poor performance in the market through various governments' schemes. Foreign players bringing their own technology into target market and manufacture products themselves to gain profit margin. However, product's performance is on average level. Finnish company may use E-commerce trade to sell their products online direct to consumers or business partners. Franchising distributor may another option. IPR policy is not clear in terms of product and business copyrights. (Paavola 2015.)

Supplier's bargaining power: Huge potential market for suppliers in country. South Indian part of country is main market of suppliers. A company may ask for price of quotation to get idea about price and raw material quality. Comparison of quotation from suppliers gives more wide idea to chose best and reliable supplier for business expansion. After getting quotation, further business negotiation may require.

Customer's bargaining power: A company first considers its target consumers category to sell their products. Choosing individual or big company may depend on company. Customers need to have reliable price with better product performance. It is not impossible for a company though market is highly competitive. Thus, re-

sources are limited in target country so company should consider that to achieve customer's satisfaction with sales.

#### 5.4 SWOT Analysis

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>• Fully privatized industry</li> <li>• Potential growth</li> <li>• Eco friendly business</li> <li>• Preventing global warming and disease</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of R&amp;D</li> <li>• Lack of educated human resources</li> <li>• Lack of awareness</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Fastest growing industry</li> <li>• Business expansion possibilities</li> <li>• Green environment and pollution free neighborhood</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Natural cause</li> <li>• Terrorism</li> <li>• Copyright of products</li> <li>• Local Maoists/Rebels</li> </ul>

Figure 6: SWOT analysis

**Strength:** Bio waste recycling is very simple method to compost waste. It creates effective fertilizer from compost food waste and can be use for farming, seeds, and organic food products. Most important thing is, create pollution free environment around neighborhood and prevent global warming cause. The basic idea is human force involve in this process combined with composting machines and rest depends on weather forecast. Raw composting resources also rely on natural resources from soil and trees. It may call, take from nature and return back to it. According to FDI policy, Industry is fully privatized without government interruption. Eco friendly business which generates money along with environment protection.

**Weakness:** The most important factor is culture difference towards this issue. Asian culture is more conservative and preservative about composting garbage for household. That is the reason there are specific community people who do this kind of work and get paid from employer. Another facts are lack of education, knowledge skills, superstitions and odds about not using this bio waste process, and lack of

R&D and infrastructure in rural areas. However, NGOs are effective and active in this kind of rural development work in many places across country. Joint hands with many foreign companies to give education to poor people; make them aware about disease cause by pollution and food waste.

Opportunity: India's biotech business expected to grow by \$100 billion by 2020 meanwhile \$344.5 million was in 2013. It means that industry growing sustain with R&D and skill development. Mostly US based companies have joint venture in India from the beginning but later now, many other foreign companies aim to make business in this industry. Through composting process, India may reduce pollution level, diarrhea statistics, control child death and major serious disease for children. (Website of Economic freedom 2014.)

Threats: Most common and serious threat would be natural cause for this business, such as; tsunami, Cyclone, lack of rain during monsoon and too much heat during summer season. Soil moisture capacity may reduce and it is going to affect on composting food waste. Another threat would be harsh chemical which may use for farming. It may destroy seeds and soil quality to plant seeds second time. Terrorism and local rebels would be serious threat for business. Competitive market, reason to protect copyrights and secure business for long term.

## 5.5 Business Possibilities

As per theoretical background research shows that industry is totally privatized without government interruption and share holding. Taxation may remain as per policy. Finnish company may have local business partner for long term trade. Much easier to get local partner as market growth potential indicates that industry growing faster than actual figures. Business mutual trust between both parties may be discuss in person and legalized.

Resources would easier to get as per demand and supply. Vendors can be chose by doing price of quotation method and negotiations. Local transportation accessibility

much easier, modern infrastructure and easy access from one place to another. Laboratory facility may remain option for further business expansion. Highly skilled labor, cheap wages shall be an advantage for company. Language barrier is not an issue anymore as English is commercial language in target country.

E-commerce would be good idea to reach business partners or consumers. Online shopping web portals are increasing faster with advance technology. Making partnership with those companies would be additional business growth. Creating an official website or mobile application for basic user guide of products for consumers. Selling products, getting raw materials much easier than before. Offering franchisee outlet across country may increase revenue and less hassle free business. Think about pilot project partnership with local NGOs to highlight awareness of products and word of mouth for company. Doing voluntary work in rural areas to create foot mark for future business expansion.

Furthermore, Finnish company may act as supplier. Finding alternative business partners such as, big industry areas where food waste occurs in large amount. Also construction companies which build commercial and residential buildings where company can sell their composters. Ministry of Environment can be a key partner as business expansion by selling products to consumers in large quantity in rural areas and small villages.

## 6 RECOMMENDATION

On the basis of theory and empirical part, author has recommendation to Finnish companies which may vital and reliable data to use in future. Most of the theory was gathered from books, internet sources and author's own work experience in same business field during study. Empirical part was gathered by interviews and knowledge about target market as native.

As per the thesis, indicates business opportunity in India. Composter manufacturing firms may seek target country as huge potential market. Availability for raw material, manufacturing facility inside country, and modern infrastructure make easy for business expansion. Skilled human resource is less though possible to get work done. Business partners vary in market but question arise where are the good ones. A firm may consider position of partner in market by financially, and future expects. Culture difference is exist and would be easy to deal. E-commerce trade is mostly reliable and recommendable to firm for future business growth. Technology more advance, market potential, market competitiveness, product's copyrights are main key factors to be considered. Legal environment is normal obstacle for firm. Business environment is different than inside own country.

Product itself is new introduction in market. Design, Quality standards, Price, and performance have to be considered. However, suitable for environment safety and preventing serious disease. A firm has to do additional voluntary work inside country for product' introduction. Local NGO may join hands with firm for future business growth. Franchisee would be another option. Distributing products to local shops, small companies, NGOs, and industries too.

In addition, firm may have local state government as partner. Meaning, submit tenders on government's websites for various rural development schemes. Government buying products and services from local vendors.

## 7 CONCLUSION

The idea for this thesis came into consideration when author was doing his practical training in Finnish company during his study period as a project assistant. The idea of writing this thesis about business opportunity in India for composter seemed interesting and author had work experience and knowledge about India as native. The project plan was approved by the author's supervisor at the end of 2014 and after the first seminar at the middle of January the writing process was started. Due to author's

personal life challenges along with remaining study completion the theory part was ready and he held his second seminar at middle of May.

The answers from interviewee and author's own experience and knowledge helped a lot to write the empirical part of this thesis. The writing process was slow and normal but interesting and educational for the author. The third seminar was held at the end of May.

It took approximately six months for the author to finish this thesis. Even the schedule was hectic along with finishing remain studies and his part-time job. Due to the fact that he has given his full concentration, time and energy for the writing process. While writing the conclusion and looking back at the thesis process the author would have not thought that this thesis will end up in given time. Though process was sometimes stressful but overall feelings remains very positive. The author invested time, full dedication and efforts into this thesis and he is happy with the results.



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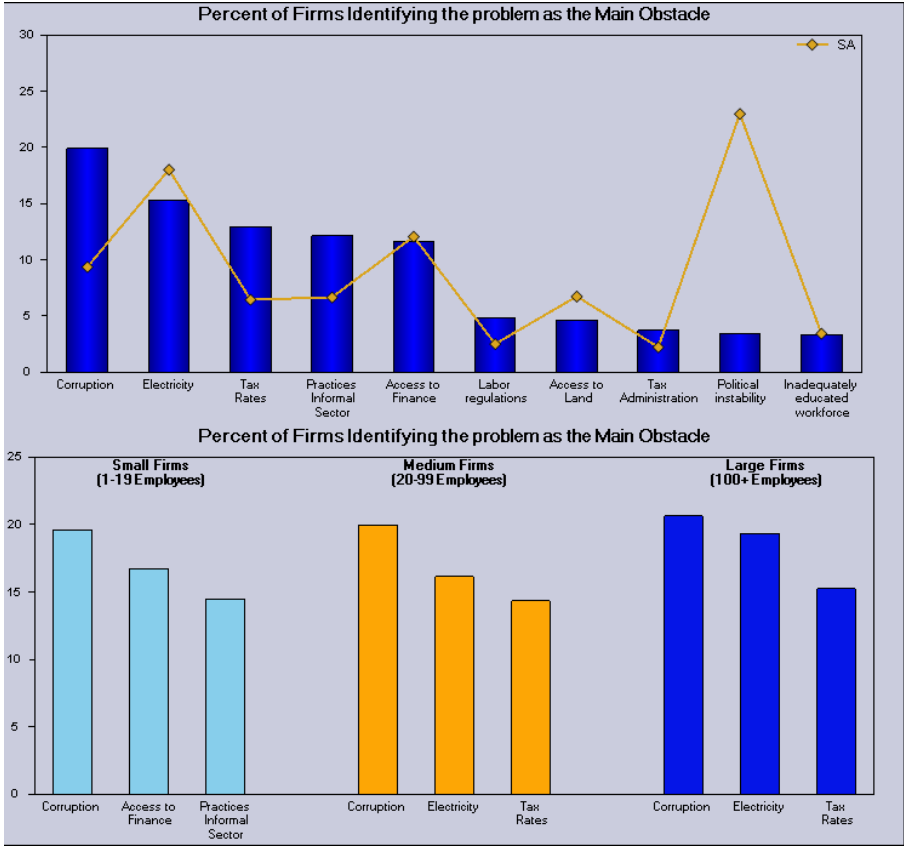
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BUSINESS ENVIRONMENT STATISTICS



BIO WASTE RE-CYCLE PROCESS



## INTERVIEW QUESTIONS

- What do you think about Indian market for your business?
- What type of challenges or barriers you have seen/expect
- What do you think about your business expansion? Potential growth?
- Are you seeking to export your products to India?
- Are you seeking to establish your own production unit in India?
- Shall be easy to get local business partner?
- Have you face any government interruption for your business in India?
- What you say about bureaucracy/ foreign trade policy?
- Is India fastest growing market for your company?
- How you describe business environment as a foreign company in India?
- Is there market competition for your business?
- Do you see any threat for your business inside/outside country?
- Is it worth to do business in India now/future?