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HAMILTON BRADSHAW
Investing in people with passion



James Caan

Use up your UK options before looking abroad

Dear James,
I have created a product that is selling largely into the UK IT market but I would like to move into new markets, potentially India. Do you have any advice?
—Chandu

As the UK economy rebuilds, developing markets such as India and China have had continued growth. You have capitalised on the UK market and now you want to move into new territories. But ask yourself: have you exhausted the opportunities in the UK? What percentage of the domestic market do you have? There are always opportunities to be had, you just have to be more creative in your thinking.

Moving into an emerging market such as India will present challenges. Barriers to entry include language, legal, raising capital, intellectual property, and cultural interpretation, marketing and advertising. Do you know the market place well, do you have experience of the culture? Look closely at your domestic operation and establish whether a move abroad is right for your company. Many businesses that have experienced the impact of international trade have seen a positive improvement on their bottom line so it can be a successful route and one for you to explore.

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