

## BUSINESS INNOVATION SYMPOSIUM (E6)

New space industry segments, firms, actor groups, and multiple programs: innovation, entrepreneurship & investment at the mesoscopic level of analysis (2)

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## MARKET ENTRY STRATEGIES FOR SPACE MANUFACTURING INDUSTRY IN INDIA

**Abstract**

The following study was pursued under the project 'Market entry analysis for commercial space industry in India' at the International Space University, Strasbourg. This paper analyses the state of the manufacturing industry in the context of supply-demand for space applications by underpinning various economic and competitive factors. This analysis, done with India in focus, reflects and compares on the feasibility for entering and doing business in the Indian space market along with the capability matching along industry segments.

Extensive methodology was developed in the form of BRIC framework, Indian industries supply and outsourced demand framework, Indian regulatory landscape, including export regulations and market entry strategies framework to understand critical drivers influencing commercial space sector both locally and globally. These frameworks bring out the comparative business advantages for each BRIC nation and consequently bring out India specific key modes of supply partnerships in the space sector. An empirical analysis is performed to estimate approximate supply potential of Indian industries and compare with the global demand to arrive at a preliminary feasibility assessment. Finally, various market entry strategies are discussed for collaborations between private players as per segment, investment size and regulatory limitations.

In conclusion, the paper provides recommendations on the market entry modes for various industry segments in the Indian space sector, including future looking statements for anticipated growth and investment interests.