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(57) Abstract :

As India"s economic structure has opened up, so has the pace of change in the corporate environment. Additionally, removing protectionist barriers has improved the country"s competitiveness both internationally and domestically. Due to their larger products, well technology, seasoned promotion and management abilities and better access to financial assets, overseas companies are well positioned to take advantage of these chances than local companies, even though liberalization has created new opportunities for both domestic and foreign companies to benefit from. India"s businesses must boost their competitiveness and pick smart ways to thrive in the changing environment. Here, we"re looking for important Success factors and essential techniques that firms should use to succeed. The study identifies 11 essential success factors for companies working in the Indian industry based on survey data obtained from 125 CEO. While enhancing a company"s competitiveness necessitates improvements in all of these key areas, a specific focus on one or the other relies on the strategies adopted by the organization at the moment. Five critical tactics for rival effectively in the Indian market are identified in this article. Product innovation came in first, followed by cost management and difference, specialized advertising, and greater quality at a premium price." These four plans were placed in order of priority.

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