

A
CONSOLIDATED REPORT ON
GLOBAL / COUNTRY STUDY AND REPORT
ON
“CANADA”

MBA SEMESTER IV
(Bhagwan Mahavir College of Management)
College Code - 704

MBA PROGRAMME

June 2013

SUMMARY REPORT OF PART-I

INTRODUCTION OF COUNTRY:

Canada is one of the wealthiest and top ten trading nations in the world. It is a member of the G7, G8, G-20, OECD, WTO, UN etc. Canada has strong democratic traditions upheld through parliamentary government. Canada is endowed with vast natural reserves in potash, uranium, coal, oil and gas, diamonds, forest products, etc. Canada is well-known for its advanced technological base in agriculture, food processing, education, science and technology, innovation, environment, cleaner technologies, etc.

Official name	Canada
Population	33,487,208
Official languages	English and French
Currency	Currency Canadian dollar (CAD)
Capital City	Ottawa
GDP	Purchasing power parity \$1.564
GDP Per Capita	Purchasing power parity \$39,300

DEMOGRAPHIC PROFILE OF THE COUNTRY:

Population: 34,300,083 (July 2011 est.)

Age structure: **0-14 years:** 15.7% (male 2,736,737/female 2,602,342)
15-64 years: 68.5% (male 11,776,611/female 11,517,972)
65 years and over: 15.9% (male 2,372,356/female 3,024,571)

Median age: **total:** 41 years
male: 39.8 years
female: 42.1 years (2011 est.)

Population growth rate: 0.784% (2011 est.)

Birth rate: 10.28 births/1,000 population (2011 est.)

Death rate: 8.09 deaths/1,000 population (July 2011 est.)

Net migration rate: 5.65 migrant(s)/1,000 population (2011 est.)

Urbanization: urban population: 81% of total population (2010)
rate of urbanization: 1.1% annual rate of change (2010-15 est.)

Major cities – population: Toronto 5.377 million; Montreal 3.75 million; Vancouver 2.197 million; OTTAWA (capital) 1.17 million; Calgary 1.16 million (2009)

Sex ratio: at birth: 1.06 male(s)/female
under 15 years: 1.05 male(s)/female
15-64 years: 1.02 male(s)/female
65 years and over: 0.79 male(s)/female
total population: 0.98 male(s)/female (2011 est.)

Infant mortality rate: total: 4.85 deaths/1,000 live births
male: 5.19 deaths/1,000 live births
female: 4.5 deaths/1,000 live births (2011 est.)

Life expectancy at birth: total population: 81.48 years
male: 78.89 years
female: 84.21 years (2011)

Total fertility rate: 1.59 children born/woman (2011 est.)

Ethnic groups: British Isles origin 28%, French origin 23%, other European 15%, Amerindian 2%, other, mostly Asian, African, Arab 6%, mixed background 26%

Religions: Roman Catholic 42.6%, Protestant 23.3% (United Church 9.5%, Anglican 6.8%, Baptist 2.4%, Lutheran 2%), other Christian 4.4%, Muslim 1.9%, other and unspecified 11.8%, none 16% (2001 census)

Languages: English (official) 58.8%, French (official) 21.6%, other 19.6% (2006 Census)

Literacy: definition: age 15 and over can read and write

total population: 99%

male: 99%

female: 99% (2003 est.)

School life expectancy (primary to tertiary education): Total: 17 years

male: 17 years

female: 17 years (2004)

Education expenditures: 4.9% of GDP (2007)

Maternal mortality rate: 12 deaths/100,000 live births (2008)

Health expenditures: 10.9% of GDP (2009)

Physician's density: 1.913 physicians/1,000 population (2006)

Hospital bed density: 3.4 beds/1,000 population (2008)

Obesity - adult prevalence rate: 23.1% (2004)

Canada occupies the northern half of the North American continent. It is the second largest country in the world, with a land mass approaching ten million square kilometers (over 3.8 million square miles). The vast majority of Canada's 33.5 million people live in the southern third of the country. English and French are Canada's official languages, with French Many other languages are also spoken, reflecting the vast number of immigrants that the country has attracted, and continues to attract, from every corner of the globe. Canada's capital city is Ottawa and its largest economic centre is Toronto and the surrounding area referred to as the Greater Toronto Area (GTA). Archaeological studies and genetic analyses have indicated a human presence in the northern Yukon region from 24,500 BC, and in southern Ontario from 7500 BC. The Paleo-Indian archeological sites at Old Crow Flats and Bluefish Caves are two of the oldest sites of human habitation in Canada The characteristics of Canadian Aboriginal

societies included permanent settlements, agriculture, complex societal hierarchies, and trading networks. Some of these cultures had collapsed by the time European explorers arrived in the late 15th and early 16th centuries, and have only been discovered through archeological investigations.

The strengths Canada has relative to other countries:

Financial services	Healthcare
Mining	Infrastructure
Energy	Machinery and equipment
Agri-food	Logistics

PESTLE ANALYSIS OF CANADA

PESTLE is shorthand for a list of “macro-economic” factors. Those factors are grouped under the following headings:

- **Political**
- **Economic**
- **Socio-cultural**
- **Technological**
- **Legal**
- **Environmental Analysis**

- **Political Analysis:**

Canada has evolved variations: party discipline in Canada is stronger than in the United Kingdom and more parliamentary votes are considered motions of confidence, which tends to diminish the role of non-Cabinet Members of Parliament (MPs). Such members, in the government caucus, and junior or lower-profile members of opposition caucuses, are known as **backbenchers**.

- **Economical Analysis: Canada has tenth largest economy in the world.:**

Economical Analysis: Canada has tenth largest economy in the world. Rank: 10 th (Nominal)/14 th (PPP) Currency: Canadian Dollar Fiscal Year: 1 st April – 31 st March Trade Organisations: NAFTA, OECD, WTO & others STATISTICS GDP: \$1.758 trillion (2011) GDP Growth: 2.4% (2011) GDP Per Capita PPP: \$51,147 (2011)

Economy of Canada	
Rank	10th (nominal) / 14th (PPP)
Currency	Canadian dollar (CAD)
Fiscal year	1 April – 31 March
Trade organisations	NAFTA, OECD, WTO and others
Statistics	
GDP growth	2.4% (2011)
GDP percapita	PPP: \$40,457 (2011)
GDP by sector	agriculture: 2.2%, industry: 26.3%, services: 71.5% (2010 est.)
Inflation (CPI)	1.6% (2010 est.)
Population below poverty line	10.8% (relative) (2005)
Gini coefficient	32.1 (2005)
Labour force	18.53 million (2010 est.)
Labour force by occupation	agriculture: 2%, manufacturing: 13%, construction: 6%, services: 76%, other: 3% (2006 est.)

Unemployment	7.2 % (July 2011)
Main industries	transportation equipment, chemicals, processed and unprocessed minerals, food products, wood and paper products, fish products, petroleum and natural gas
Ease of Doing Business Rank	13 th

- **Social Analysis of Canada:**

Canadians' sense of belonging to their community and their country, their participation in civic, community and volunteer activities, the social and family relationships they have with one another, and the presence of a social safety net equally available to all citizens are important components associated with our well-being as citizens. About 85% of Canadians reported their sense of belonging to Canada as being 'very strong' or 'somewhat strong'. Social Analysis of Canada

- **Technological analysis of Canada::**

Internet use in Canada : A new study says 80 per cent of Canadians aged 16 and older, or 21.7 million people, used the Internet for personal reasons last year. That's a big increase over 2007, when the figure was just 73 per cent. Canadian 15-year-old students use of information and communication technologies at home and at school. The agency says Internet use was highest at 85 per cent in both British Columbia and Alberta, followed by 81 per cent in Ontario. Calgary and Saskatoon were the most online-savvy cities, with web-usage rates at 89 per cent apiece. They were followed by Edmonton, Ottawa—Gatineau, Vancouver and Victoria, each at around 86 per cent. **Internet :**

The Internet becomes an important source of information, marked by the popularity of such sites as Wikipedia and Google Earth. Many articles have been contributed to both the English and French language versions of Wikipedia by Canadians and many of these relate to important aspects of Canadian life. There are thousands of Canadians who use the service every day in both English and French.

Digital Communication / HD TV (Delivery):

Two Toronto-based companies, Sirius Canada and Xm Canada introduced direct-to-home/car, digital satellite radio service in December 2005 and by 2008 had 750,000

and 400,000 subscribers respectively. In 1999 Telecast launched the first of four Nimiq direct broadcast satellites which provide the space-based satellite transmitters for these services.

In 2003 Bell Canada introduced an improved speech recognition system for its 310-2355 customer routing service in Ontario. Bell Canada users speak with the programme through "Emily" a young female-sounding artificial voice. In 2005, Skype, a voice-and-moving-picture-over-internet technology became available to users around the world. Including Canadians. The technique, which bypasses the traditional telephone network, allows people to use the Internet as a type of telephone and to both talk to and see each other during calls. It is used mainly for long-distance communication.

- **Legal Analysis of Canada.**

Canada's constitution is its supreme law, and any law passed by any federal, provincial, or territorial government that is inconsistent with the constitution is invalid. Laws passed by the federal government are initially announced in the Canada Gazette, a regularly published newspaper for new statutes and regulations. Only the Supreme Court of Canada has authority to bind all courts in the country with a single ruling.

The Canadian legal system has its foundation in the British common law system. Legal structure of the country consists of legal traditions which include 2 main and some other areas of laws:

Common law and Civil Law:

Common law:

All provinces and territories within Canada, excluding Quebec, follow the common law legal tradition. Equally, courts have power under the provincial Judicature Acts to apply equity.

Only the Supreme Court of Canada has authority to bind all courts in the country with a single ruling.

Criminal offences are found within the Criminal Code of Canada or other federal/provincial laws, with the exception that contempt of court is the only remaining common law offence in Canada.

Civil Law:

For historical reasons, Quebec has a hybrid legal system. Private law follows the civil law tradition.

It is important to note that the distinction between civil law and common law is not based on the division of powers set out in the Constitution Act, 1867. Therefore,

legislation enacted by the provincial legislature in matters of public law, such as the Code of Penal Procedure should be interpreted following the common law tradition.

- **Environmental Analysis of Canada:**

Canada is the world's second largest country after Russia by covering the northern two-fifths of Northern America. The capital of this country, which stretches 4.600 km from north to south and 5.380 km from east to west, is Ottawa. However, Canada is one of the most thinly populated countries. The highest mountain of Canada, Mount Logan is situated in the Canadian Cordillera. Canada's rivers and lakes are sensations, too. 5 rivers, the St. Lawrence River, the Mackenzie River, the Yukon, the Fraser and the Nelson river, are among the worlds largest 40. Lake Superior, Lake Huron, both shared with the USA, the Great Bear and the Great Slave belong to the 11 biggest lakes in the world.

Environment Canada (EC), legally incorporated as the Department of the Environment under the Department the Environment Act (R.S., 1985, c.) is the department of the Government of Canada with responsibility for coordinating environmental policies and programs as well as preserving and enhancing the natural environment and renewable resources.

Duties include:

- (a) The preservation and enhancement of the quality of the natural environment, including water, air and soil quality;
- (b) Renewable resources, including migratory birds and other non-domestic flora and fauna;
- (c) Water;
- (d) Meteorology;
- (e) The enforcement of any rules or regulations made by the International Joint Commission: and
- (f) The coordination of the policies and programs of the Government of Canada respecting the preservation and enhancement of the quality of the natural environment.

Under the Canadian Environmental Protection Act (R.S., 1999. C. 33), Environment Canada became the lead federal department to ensure the clean up hazardous waste and oil spills. The department is also responsible tin international environmental issues (e.g., Canada-USA air issues).

Overview of Industries Trade And Commerce

India and Canada have longstanding bilateral relationship based on shared democratic values, the multi-cultural, multi-ethnic and multi-religious nature of two societies and strong people-to-people contacts. In recent years, both countries have been working to enhance bilateral cooperation in a number of areas of mutual importance. Speaking at Seoul on November 17, 2010 at the G20 Summit, Prime Minister Dr. Manmohan Singh noted that India-Canada relations have undergone a “sea change”. Canada is one of the wealthiest and top ten trading nations in the world. It is a member of the G7, G8, G-20, OECD, WTO, UN etc. Canada has strong democratic traditions upheld through parliamentary government.

Canada and India have longstanding bilateral relations, built upon shared traditions of democracy, pluralism and strong interpersonal connections with an Indian diaspora of more than one million in Canada. Since the mid-2000s, Canada-India relations have reached new heights, as demonstrated by the impressive number of agreements that were signed in areas such as environment, energy, agriculture, science and technology, road transportation, public service, mining and earth sciences, culture, and education.

**SUMMARY REPORT OF
PART-II**

Sector/ Industry: Banking Industry of Canada

Company Name: ICICI Bank

Banking Industry in Canada

Banks play a key role in Canada's financial system and economic development.

As of July 2002 the banking industry included 14 domestic banks, 33 foreign bank subsidiaries and 20 foreign bank branches operating in Canada.

Banks are among Canada's leading employers. In 2000 the industry employed over 235,000 Canadians and had a Canadian payroll of approximately \$16.1 billion.

Canada's banks operate through an extensive network that includes over 8,000 branches and close to 18,000 automated banking machines (ABMs) across the country.

Classification of Bank in Canada

❖ Banks by Legal Classification

- (1) Schedule I banks (domestic banks)
- (2) Schedule II banks (Canadian banks that are subsidiaries of foreign banks)
- (3) Schedule III banks (foreign banks with branches in Canada)
 - 1) Full service
 - 2) Lending only

❖ Government-owned banks

ICICI Bank

ICICI Bank Canada is a wholly owned subsidiary of ICICI Bank Limited, which has its headquarters in Mumbai, India. ICICI Bank Limited is India's largest private sector bank as measured by asset base as of December 31, 2009 and the second largest bank in the country with consolidated total assets of about US \$103 billion as of December 31, 2009.

Function of ICICI Bank

- ❖ Provide Basic banking services
- ❖ Guaranteed Investment Certificates and Term Deposits
- ❖ International Money Transfer
- ❖ Business Chequing Account
- ❖ Business GICs and Term Deposits
- ❖ Lines of Credit
- ❖ Operating Loans
- ❖ Term Loans
- ❖ Trade Finance
- ❖ Export Finance
- ❖ Bill Negotiation
- ❖ Bill Purchase
- ❖ Bill Collection
- ❖ Advising of Letter of Credit
- ❖ LC Discounting
- ❖ Import Services Letters of Credit
- ❖ Bills under Collection
- ❖ Bank Guarantees

Current Position of Banking Industry in Canada

Banking in Canada is widely considered the most efficient and safest banking system in the world, ranking as the world's soundest banking system for the past three years according to reports by the World Economic Forum.

Released at October 2010, Global Finance magazine put Royal Bank of Canada at number 10 among the world's safest bank and Toronto-Dominion Bank at number 15.

Bank give benefits from the highest penetration levels of electronic channels such as debit cards, Internet banking and telephone banking.

Current Position of Banking Industry in India

By 2010, banking in India was generally fairly mature in terms of supply, product range and reach-even though reach in rural India still remains a challenge for the private sector and foreign banks.

In terms of quality of assets and capital adequacy, Indian banks are considered to have clean, strong and transparent balance sheets relative to other banks in comparable economies in its region.

As per the McKinsey report 'India Banking 2010', the banking sector index has grown at a compounded annual rate of over 51 per cent since the year 2001, as compared to a 27 per cent growth in the market index during the same period.

Comparative Position of Canadian & Indian Banking Industry

As compare to India Canada have more contribution in GDP and more technology adoption country so, the growth of Canadian banking sector is higher than Indian banking sector.

Other reason is that the Canada is a developed country while India is developing so, the India face more challenges in way of growth and flexibility in banking sector compare to Canada.

Canadian literacy rate is high and people are quickly adopting the technology compare to India.

Comparative Position of Canadian & Indian ICICI Bank

In the comparison of ICICI Bank in Canada and India the Saving Account rate is different. In India interest rate receives on saving account is 4% P.A. in Indian Rs. While in Canada it is 1.75% P.A. in Canadian \$.

The key business areas include retail banking, corporate banking, commercial banking and treasury in Canada ICICI Bank. In India include all the business activities like Commercial business Banking, Retail Banking, Insurance facility, security trading, Purchasing of gold etc.

ICICI Bank in India branches and ATM 3,100 and 10,481 respectively at March 31, 2013. But in Canada very limited number of branches and ATM are available because it is a subsidiary branch.

The combined effect of improvement in profitability parameters and growth in business volumes was reflected in a 29% growth in ICICI Bank's profit after tax to 83.25 billion in fiscal 2013. And in Canada banking the Net profitability growth is 31% in 2012-13 as compared to previous year profit.

In Canada ICICI Bank Specific focus was given to enhancing the granularity of income streams by implementing and building scale in several non interest income generating businesses. The new business initiatives, such as launch of "Travel Money", "Travel card" and the "Money to India Europe" remittance platform offer. While in India the specific focus on enhance retail and business service and products.

Present Position of Canada & India

As of 2008, India is now Canada's 20th largest source of foreign direct investment (FDI) while Canada is India's 40th largest source of FDI. As a result, in 2008, for the first time in history, Canada became a net importer of FDI from India.

- ❖ India-Canada Merchandise Trade
- ❖ India-Canada Services Trade
- ❖ Canada-India Investment Relationship
- ❖ Direct Investment
- ❖ Other Areas of Economic Cooperation
- ❖ Import – export

Policies and Norms in Canada

❖ Import Export

Export and Import Permits Act in Canada that authorizes the Ministry for International Trade to goods that may be imported or exported.

❖ Licensing

This policy is established by Fisheries and Oceans Canada under the authority of the Department of Fisheries and Oceans Act and of the Fisheries Act. The objectives for adopted of the Licensing Policy are to reduce capacity, improve the economic viability of participants in commercial fishing operations and prevent future growth of capacity in the commercial fishery.

❖ **Taxation**

Canada's federal income tax system is administered by the Canada Revenue Agency. Canadian federal income taxes, both personal and corporate are levied under the provisions of the Income Tax Act.

❖ **Banking Regulation**

The main federal statute for the incorporation and regulation of banks, or chartered banks, is the Bank Act, where Schedules I, II and III of this Act list all banks permitted to operate in Canada.

Policies and Norms in India

❖ **Import Export**

Exim Policy or Foreign Trade Policy is a set of guidelines and instructions established by the Directorate General of Foreign Trade in matters related to the import and export of goods in India.

❖ **Licensing**

Industries licensing policy are regulated under the Industries Development Regulation Act 1951. At present Industrial Licensing for manufacturing is required in case of :-

- Industries under compulsory licensing.
- Manufacture of item reserved for SSI sector by non SSI unit.
- Project location attracts locational restrictions.

❖ **Taxation**

The Income Tax Law comprises The Income Tax Act 1961, Income Tax Rules 1962, Notifications and Circulars issued by Central Board of Direct Taxes (CBDT), Annual Finance Acts and Judicial pronouncements by Supreme Court and High Courts.

❖ **Banking Regulation**

The Banking companies Act, presently known as Banking Act was enacted owing to safeguard the interest of the depositors, control abuse of powers by some bank personnel controlling the banks in particular and to the interest of Indian economy in general.

Barriers for Banking Industry

- ❖ Must receive a license of approval from the RBI to open new branches (only 8 per year are issued)
- ❖ RBI restrictions on the amount of overseas borrowing by banks FDI in state-owned banks is capped at 20 percent any transaction from India to a foreign country needs approval from the Ministry of Finance or the RBI.
- ❖ Foreign intermediaries are not allowed to post personnel in the Indian market Discriminatory tax treatment of foreign banks: tax rate of 48 percent for foreign banks and 35.7 percent on domestic banks.
- ❖ Banks are not allowed to participate on the commodity exchanges in India, which is the fastest growing in the world.
- ❖ 74 percent from all sources on the automatic route subject to guidelines issued by RBI from time to time.
- ❖ Banks are not allowed to hold more than 10 percent of the paid up equity capital of a deposit-taking Non-Banking Financial Company.

Potential for Business in India

The financial sector reforms in India since the early 1990s initially focused on ensuring existing financial institutions operated in an environment of operational flexibility and functional autonomy and also encouraged consolidation of the domestic banking system, both in private and public sectors.

Canada and India have taken commitments covering trade in services in CEPAs with other countries that are more liberal than their respective WTO General Agreement on Trade in Services (GATS) commitments.

Business Opportunity in Canada

Canada's Key Strengths in Financial Services

- Strongest banking system in the world
- Size of the financial sector
- Quality of the regulatory environment
- Skills and research

Canada's Cost Advantage

- Labor cost saving
- Competitive office Cost

Canada's Competitive Advantage

- Access to international Market
- Track record in attract FDI in finance service
- Sound Banking System
- A well Develop Financial Market
- Favorable corporate income tax
- Outstanding Quality of life at an affordable cost

Conclusion

- ❖ Canada must continue to seek to remove Indian trade/regulatory barriers for our financial services providers within the bilateral agreements.
- ❖ The federal government of Canada must ensure that the Government of India remains committed to relaxing its foreign ownership rules for private sector financial institutions

- ❖ In banking industry the growth is high in Canada than India banking growth.
- ❖ Companies locating in Canadian cities can expect to pay lower corporate income taxes.
- ❖ The financial services industry is one of the largest sectors for employment in Canada.
- ❖ It appears that the India-Canada trade relationship is significantly under-traded. For Example, total trade between India and Canada is three times smaller than the size of trade between India and Australia, even though the Canadian economy is about 50% larger than that of Australia.
- ❖ As of 2008, India is now Canada's 20th largest source of foreign direct investment (FDI) while Canada is India's 40th largest source of FDI.
- ❖ Companies can make labor cost savings by investing in Canadian cities.
- ❖ Rents in Canadian cities are much less expensive than in many leading financial centers in both developed and emerging markets.

Sector/ Industry:-Fertilize

FERTILIZER INDUSTRY IN CANADA

About Fertilizer

Fertilizers are food for plants. They help farmers feed our growing population. Fertilizers help replenish essential nutrients in the soil. Plants require 17 essential nutrients in the soil to survive and to grow. Nitrogen, phosphate and potassium are the three most important nutrients for high crop yields and sustainable food production.

Nitrogen (N) Nitrogen makes up about 78 per cent of the air we breathe. In this form, though, it is inert and insoluble, meaning plants can't use it.

Phosphorus (P) The largest deposits occur in the United States, North Africa and China. Typically, phosphate rock is mined and then reacted with different kinds of acids to produce different phosphate products. Common Phosphate Products: Triple Superphosphate (0-46-0) is a highly concentrated form of phosphate produced in both granular and non-granular forms. Monoammonium phosphate (MAP, 12-52-0) and diammonium phosphate (DAP, 18-46-0).

Potassium (K) Potassium (chemical symbol K) is also found throughout nature, and is found in the human body in muscles, skin and the digestive tract. It essential to plant, animal and human life. The Canadian fertilizer industry faced a downfall in the year 2010 and 2011. However, by 2016, the industry is predicted to have progressed by nearly 30%. Nitrogen (N) is the largest segment of the fertilizer market in Canada, accounting for over half of the of the market's total value. The industry produces about 24 million tons of nitrogen, potash, and phosphate fertilizers annually in some of the most technologically advanced and safest facilities in the world. Its economic activities contribute \$76 billion annually to the national economy, with domestic farm gate sales valued at about \$42 billion a year.

Canada exports fertilizer materials to more than 70 countries including 95% of its potash production. About 12,000 Canadians are employed directly by the fertilizer companies, working in mines, production plants, laboratories and farm supply outlets.

ROLE IN THE ECONOMY OF THE CANADA

A) Gross Domestic Product (GDP)

GDP and Growth

The following graph illustrates annual GDP for the Pesticide, Fertilizer and Other Agricultural Chemical Manufacturing (NAICS 3253) industry group between 2002 and 2011.

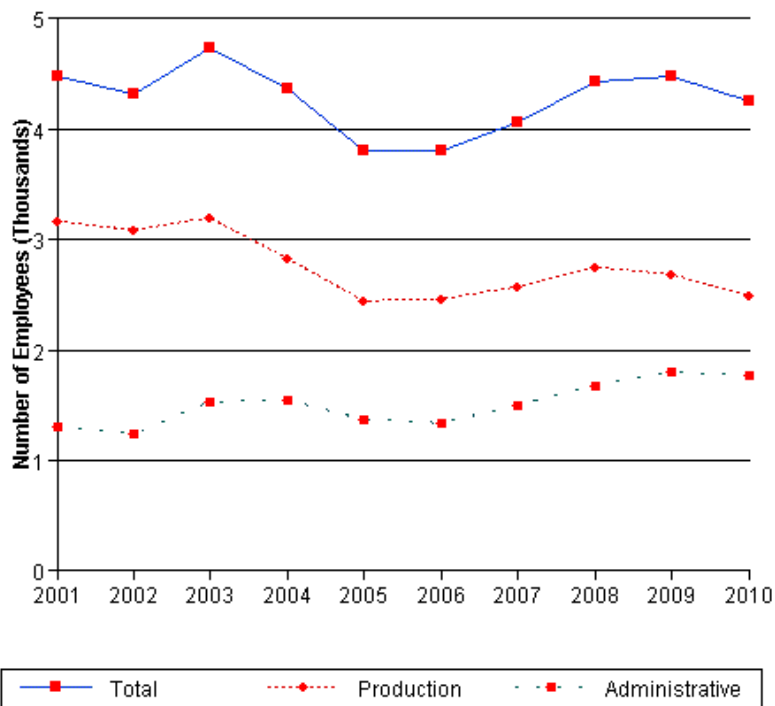
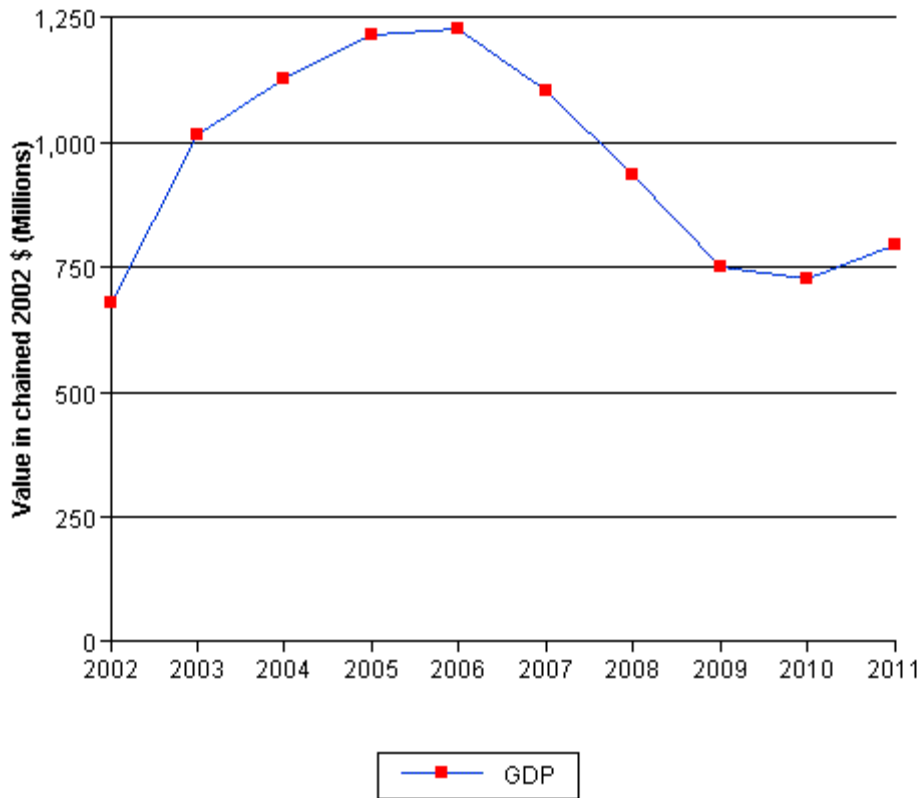
Gross Domestic Product (GDP): 2002-2011 Pesticide, Fertilizer and Other Agricultural ROLE IN THE ECONOMY OF THE CANADA

A) Gross Domestic Product (GDP)

GDP and Growth

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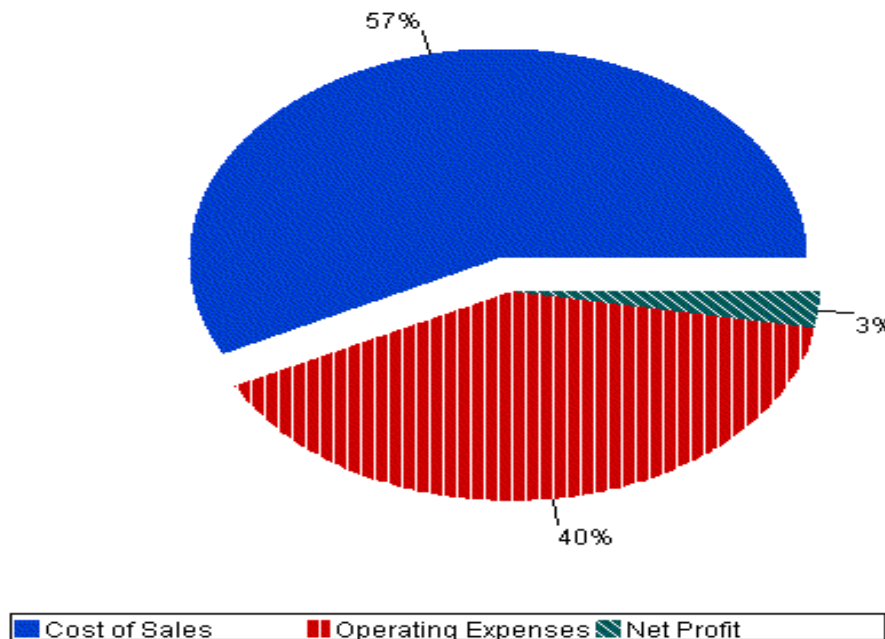
Gross Domestic Product (GDP): 2002-2011 Pesticide, Fertilizer and Other Agricultural Chemical Manufacturing (NAICS 3253)



For the Pesticide, Fertilizer and Other Agricultural Chemical Manufacturing industry group, the percentage of employees that are production workers decreased from 70.8% in 2001 to 58.6% in 2010. As a result, there was a relative increase in the proportion of administrative workers.

In the Manufacturing Sector as a whole, 81.0% of employees were production workers in 2001 compared to 73.3% in 2010. This proportion decreased at an average annual rate of 1.1% over the 2001-2010 period and it increased by 0.2% in 2009-2010

Breakdown of Total Expenses: 2010:Percentage of Total Revenues



Source: Statistics Canada, special tabulation, unpublished data, Small Business Profiles.

Average total expenses for small and medium-sized businesses in the Pesticide, Fertilizer and Other Agricultural Chemical Manufacturing industry group were \$1.2 million in 2010. For profitable firms, average total expenses were \$1.2 million and for non-profitable firms, average total expenses were \$1.2 million.

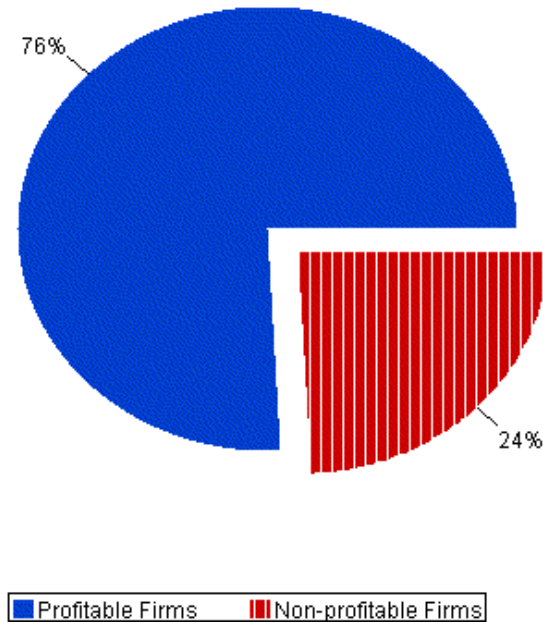
Expenses can be divided into two main types: cost of sales (or direct expenses) and operating expenses (or indirect expenses).

Net Profit/Loss

Net profit/loss is the profit or loss resulting from normal business operations, recorded before income taxes, extraordinary items and other income not related to normal operations. For unincorporated firms, the owners' or partners' salaries and withdrawals are included.

The percentage of small and medium-sized businesses that were profitable in the Pesticide, Fertilizer and Other Agricultural Chemical Manufacturing industry group in 2010 was 75.8%, with 24.2% of firms failing to turn a profit.

Percentage of Profitable Firms: 2010

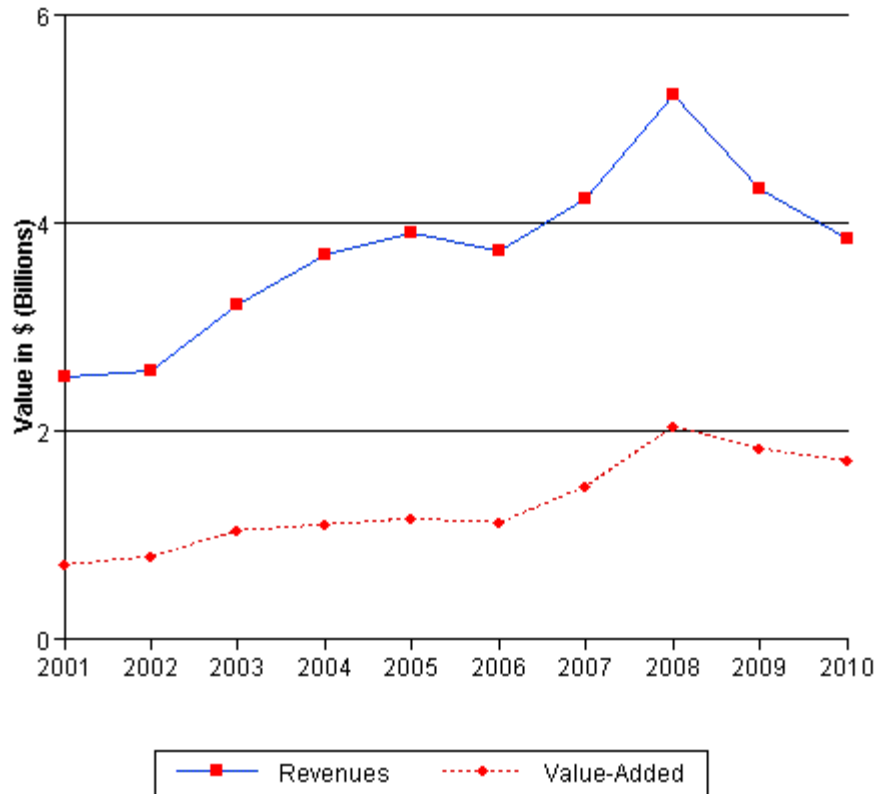


Source: Statistics Canada, special tabulation, unpublished data, Small Business Profiles.

Manufacturing Revenues

Initially we examine production in Canada as measured by the total value of manufacturing revenues of the industry, which is the value of goods produced by its establishments, including custom and repair work, as well as goods made under contract. They are valued in current Canadian dollars.

Value of Production: 2001-2010: Manufacturing Revenues and Manufacturing Value-Added



Source: Statistics Canada, special tabulation, unpublished data, Annual Survey of Manufactures, 2001 to 2003; Annual Survey of Manufactures and Logging, 2004 to 2010.

Manufacturing revenues for this industry group increased from \$2.5 billion in 2001 to \$3.9 billion in 2010, or at an average compound annual rate of 4.8% per year. Between 2009 and 2010, manufacturing revenues decreased by 10.7%.

INDIAN FERTILIZER SECTOR

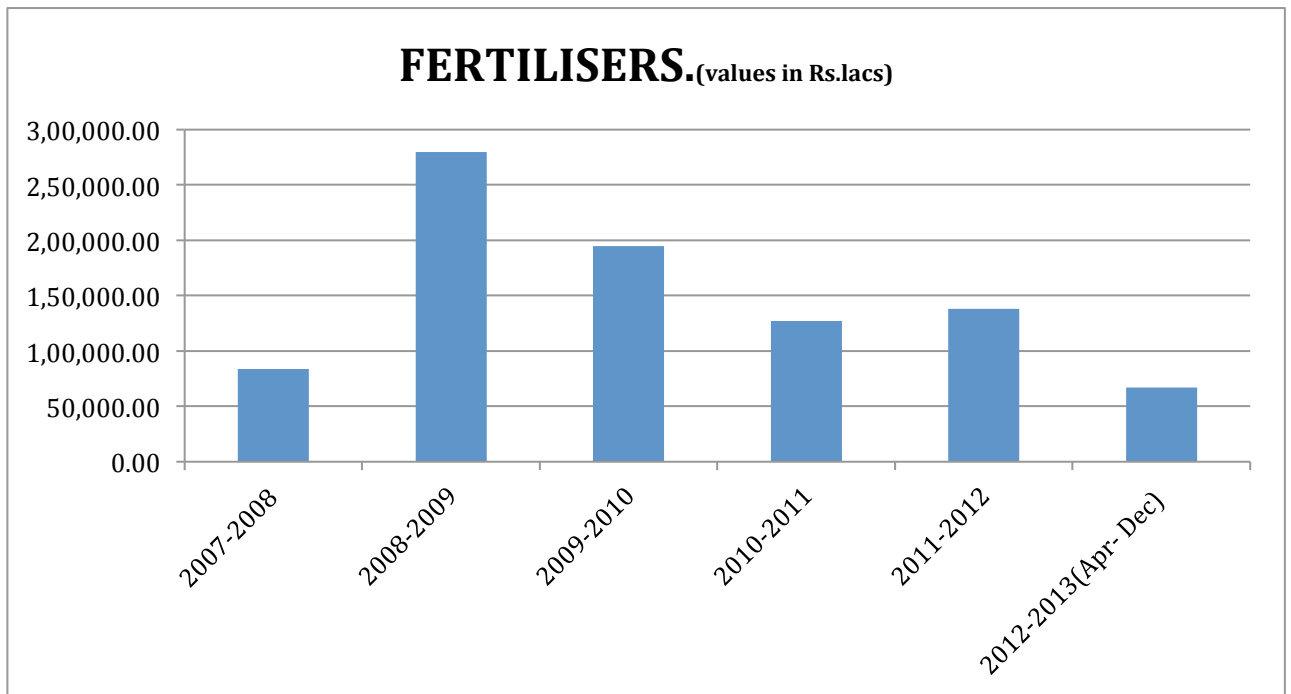
India is primarily an agriculture based economy. The agricultural sector and its other associated spheres provide employment to a large section of the country's population and contribute about 25% to the GDP.

The **Indian Fertilizer Industry** is one of the allied sectors of the agricultural sphere. India has emerged as the third largest producer of nitrogenous fertilizers. The adoption of back to back Five Year plans has paved the way for self sufficiency in the production of food

grains. In fact production has gone up to an extent that there is scope for the export of food grains. This surplus has been facilitated by the use of chemical fertilizers.

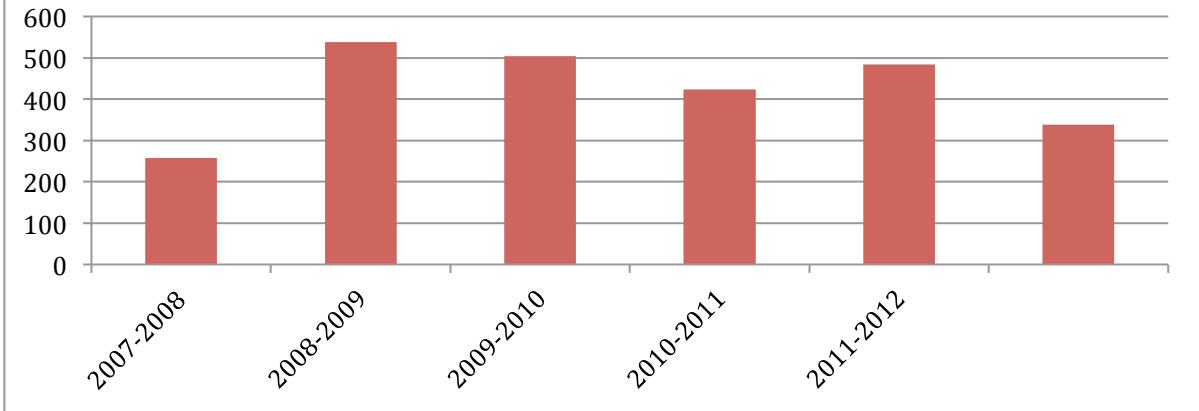
The large scale use of chemical fertilizers has been instrumental in bringing about the green revolution in India. The fertilizer industry in India began its journey way back in 1906. During this period the first Single Super Phosphate (SSP) factory was established in Ranipet in Chennai. It had a capacity of producing 6000 MT annually. In the pre and post independence era a couple of large scale fertilizer units were established namely the Fertilizer Corporation of India in Sindri, Bihar and the Fertilizer & Chemicals Travancore of India Ltd in Cochin, Kerala.

Import of Fertilizer from Canada

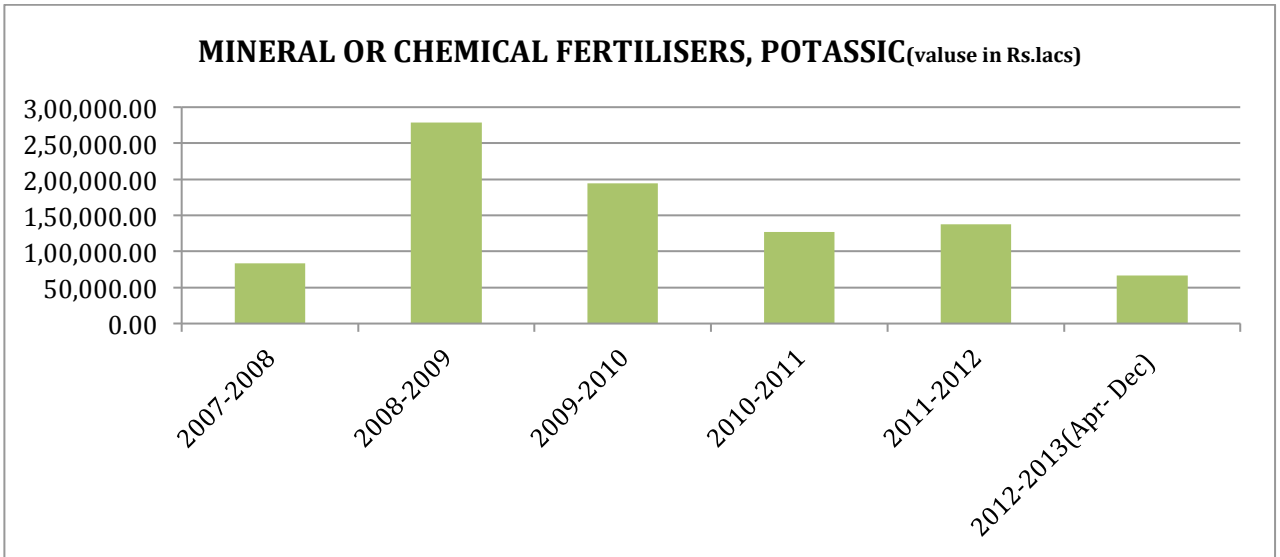


**ANML/VGTBL FRTLRSRS,W/N MIXED TOGETHER OR CHMCLY TRTD;FERTILISERS
PRDCD BY THE MXNG/CHMCL TREATMNT OF ANML/VEGTBL PRDCTS**

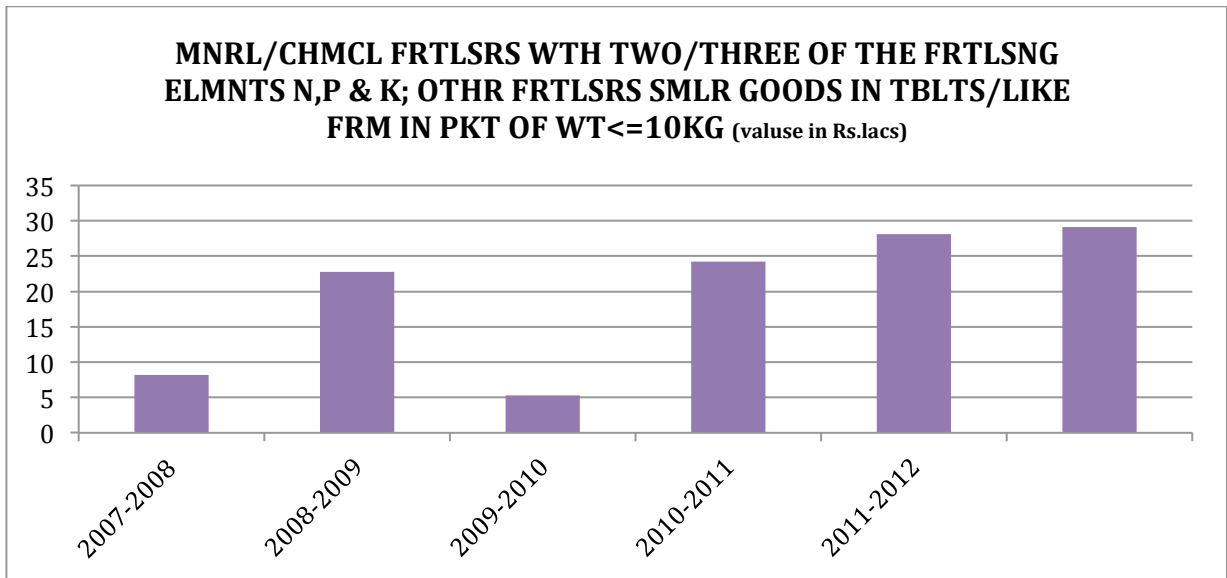
ANML/VEGTBL FRTLRS,W/N MIXED TOGETHER OR CHMCLY TRTD;FERTILISERS PRDCD BY THE MXNG/CHMCL TREATMNT OF ANML/VEGTBL PRDCTS (valuse in Rs.lacs)



MINERAL OR CHEMICAL FERTILISERS, POTASSIC



**MNRL/CHMCL FRTLRS WTH TWO/THREE OF THE FRTLNSG ELMNTS N,P & K;
OTHR FRTLRS SMLR GOODS IN TBLTS/LIKE FRM IN PKT OF WT<=10KG**



Industry Name::Food Processing Industry

Company Name::McCain Food India Ltd

McCain Foods Limited is the largest processor of frozen potatoes in the world. McCain has a business presence in 110 countries on six continents and has been expanding its empire steadily over the past 50 years.

Incorporated: 195, **Employees:** 20,000, **Sales:** \$4.62 billion (2005),
NAIC: 424420 Packaged Frozen Food Merchant Wholesalers; 311412 Frozen Specialty Food Manufacturing; 311411 Frozen Fruit, Juice and Vegetable Manufacturing; 311423 Dried and Dehydrated Food Manufacturing,
Executive HQ: Toronto, Ontario, Canada, **Global HQ:** Florence Ville, New Brunswick, Canada, **R&D:** Potato Processing Technology Centre, **50:** Manufacturing facilities around the globe, **44:** Sales offices around the globe, **3,200:** Grower partners, **36,700:** Supplier partners, **19,000:** Employees, **\$6 B:** Net annual sales, **160:** Countries that our products can be purchased in, **1/3:** Our customer ratio: Grocery stores, foodservice operations and quick-service restaurant chains, **1 in 3:** One of every three fries around the world is a McCain fry

McCain Foods India is a 100% subsidiary of McCain Foods Canada. Since 1998, McCain has been engaged in agriculture R&D and in development of

frozen food market in India and subcontinent countries. McCain products are used by leading fast food chains, hotels, restaurants, catering companies and are popular for in-home consumption.

One of the best practices of McCain is its keen understanding of Indian consumers. The brand spent lot of time in understanding the market before entering the consumer segment. It strengthened its distribution and ensured retailer support before launching its promotions.

McCain India exports mainly their range of frozen foods to some of the Middle East Asian countries and has tapped the hinterland market.

With a huge agriculture sector, abundant livestock, and cost competitiveness; India is fast emerging as a sourcing hub of processed food.

The Indian food services industry is estimated to be nearly worth Rs 75,000 crore (US\$ 13.79 billion) and is growing at a healthy compound annual growth rate (CAGR) of 17 per cent, according to a Franchise India report released at the Indian Restaurant Congress.

The Indian food services industry is anticipated to grow at a CAGR of around 12 per cent during 2012-2015, as per a RNCOS research report titled, 'Indian Food Services Market Forecast to 2015'.

The Indian food processing industry accounts for 32 per cent of India's total food market. The industry is estimated to be worth US\$ 121 billion, it is one of the largest industries in India, and is ranked fifth in terms of production, consumption and exports.

The Government of India plans to construct 11 new food grain go downs at different locations in the State of Assam to strengthen the public distribution system.

In 2012-13, the total food grain production will be over 250 million tonnes (MT). The Rashtriya Krishi Vikas Yojana intends to mobilise higher investment in agriculture and the National Food Security Mission is expected to bridge yield gaps.

Major Food Processing Companies in India:

Major MNCs	Major Indian Companies	Indian MNCs likely to enter
Nestle, Pepsi, Coke, Kelloggs, Conagra, Unilever, Perfetti, GlaxoSmithkline, Heinz, Wyeth, Ajinomoto, NissinMet, Walmart	ITC, Dabur, Britannia, Parle, Amul, Haldiram, Godrej, Venky's	Reliance, Bharti Group, Tatas, Wipro, Thapars etc.

McCain Food India's presence in Gujarat: Even as Big Mac invests Rs 750 crore to open 250 new restaurants in the next three to five years in India, its potato supplier, McCain Foods India, plans to double the contract farming area for the tuber to 8,000 acres in Gujarat.

McDonald's alone will increase its potato procurement in Gujarat from 30,000 tonnes now to 50,000 tonnes in three years as a key ingredient for outlets across the country. Through its Canadian partner McCain, that supplies potato for French fries and other products, Big Mac has provided the latest technologies and new seeds, particularly the Sheopody variety, to potato growers, mainly contract farmers, in Deesa (North Gujarat) and Kheda (Central Gujarat).

McCain, which set up its potato processing plant in Mehsana, Gujarat, in 2007, with an investment of about Rs 100 crore, is now increasing acreage for the tuber's contract farming.

- Total Canada-India bilateral trade in 2010 was \$4.2 billion.
- India was Canada's 13th largest export market in 2010.
- Canada's principal exports to India in 2010 included potassium chloride (\$327.5 million), peas (\$301.5 million), newsprint (\$291.4 million), semi-chemical wood pulp (\$112.1 million), and lentils (\$111.9 million).
- Canada's main imports from India in 2010 included diamonds (\$96.8 million), heterocyclic compounds (\$91.2 million), articles of jewellery (\$80.2 million), medicaments (\$62.0 million) and petroleum oils from bituminous minerals (\$50.5 million).
- Bilateral trade with India was not significantly affected by the global recession, decreasing only 10% from 2008 to 2010.

Canadian exports and imports saw small decreases from 2008 to 2009, but imports managed to bounce back in 2010, while exports continued decreasing

The IRB Policy ensures that Government of Canada defence and security procurements generate high value-added business activity for Canadian industry.

Current issues: Some of the current policy and regulatory issues facing Canada's food industry relate to the following themes:

Certifications and Quality Standards, Food Additives, Food Allergen Labelling, Foods vs. Natural Health Products, Functional Foods, Health Claims for Food, International Food Regulatory Environment, Novel Foods, Nutrition Labelling, Sodium, Trans Fats, Vitamin and Mineral Addition

The *Food and Drugs Act* is the primary legislation governing the safety and nutritional quality of food sold in Canada. The Act and its Regulations govern food labelling, advertising and claims; food standards and compositional requirements; fortification; foods for special dietary uses; food additives; chemical and microbial safety; veterinary drugs; packaging material; and pesticides. The role of the Act and Regulations is to protect the public against health hazards and fraud from the sale of food and beverages, drugs, natural health products, medical devices and cosmetics.

There are about 24 thousand retail stores and close to 63 thousand foodservice establishments in Canada, with total consumer sales of \$131 billion in 2005. The sector employed 1.4 million people and accounted for 4% of Canada's total GDP.

The food retail sector sold about \$71 billion of food and non-alcoholic beverages in 2005. Approximately 73% was distributed through traditional food stores that include both the large chains (e.g., Loblaw's, Sobeys and Metro) and independent grocers. A growing portion (27%) of food sales are coming from other formats, such as, drug stores, warehouse clubs (e.g., Costco), mass merchandisers (e.g., Wal-Mart), dollar stores and convenience stores.

Canada had an average applied Most-Favoured Nation (MFN) tariff of 4.7 per cent in 2008 (including ad valorem equivalents). Of the 8,464 tariff lines in effect in March 2010, 68 per cent had an MFN preferential tariff rate of zero. Also, the trade-weighted average applied tariff on Indian exports into Canada was 4.6 per cent in 2008. Following the 2010 Canadian federal budget, tariffs on imported inputs for Canadian exports were marked for removal.

Highlights of the Foreign Trade Policy 2009-14

Additional benefit of 2% bonus, over and above the existing benefits of 5% / 2% under Focus Product Scheme, allowed for about 135 existing products.

256 new products added under FPS (at 8 digit level), which shall be entitled for benefits @ 2% of FOB value of exports to all markets.

Export Import Policy or better known as **Exim Policy** or **Foreign Trade Policy** is a set of guidelines and instructions related to the **import and export of goods**.

Sector/ Industry:-AUROSPACE/TRANSPORTATION

Company Name: - BOMBARDIER

INTRODUCTION OF THE INDUSTRY

AEROSPACE/TRANSPORTATION

In most industrial countries, the aerospace industry is a cooperation of public and private industries. For example, several countries have a civilian space program funded by the government through tax collection, such as NASA in the United States, ESA in Europe, the Canadian Space Agency in Canada, Indian Space Research Organization in India, JAXA in Japan, RKA in Russia, China National Space Administration in China, SUPARCO in Pakistan, Iranian Space Agency in Iran, and Korea Aerospace Research Institute (KARI) in South Korea.

ROLE OF AEROSPACE INDUSTRY IN ECONOMIC DEVELOPMENT OF CANADA

Aerospace is a critical piece of the Canadian economy and a national success story. Aggregate 2012 industry revenue is \$23.6B CDN, with 82% of this figure (\$19.6B) comprising exports. Direct employment is in excess of 83,000 with investment in R&D of \$1.3B. Breaking this revenue down by market segment (Figure 1), aircraft and aircraft parts account for 51%, followed by aircraft engine and parts (15%), maintenance, repair & overhaul (18%), avionics and electronics systems (6%), simulation and training (4%), space (2%), and other (4%).

BOMBARDIER

Bombardier Transportation entered the mass transit market in 1974 with the first contract for the metro system for the city of Montréal, Quebec. Over the years, its growth has been the result of internally generated international expansion and acquisition, culminating with the purchase of DaimlerChrysler Rail Systems GmbH in 2001. Today, Bombardier Transportation has a presence in over 60 countries with an installed base of over 100,000 vehicles worldwide. Bombardier Inc. is a world-leading manufacturer of innovative transportation solutions, ranging from regional aircraft and business jets to rail transportation systems and solutions. The company is a global corporation headquartered in Montréal, Canada, with total revenues of about \$14.7 billion. The major shareholders are members of the Bombardier family. Details on the shareholders of Bombardier Inc. can be found in the corporation's Annual Report. Bombardier sells its products on all five continents, with a high concentration in Europe and North America. More than 94 % of revenues are from markets outside Canada.

As the world's only manufacturer of planes and trains, we've built an extensive and diverse portfolio of winning mobility solutions. Everywhere people travel by land and in the air, a Bombardier product is ready to transport them. From category-defining business jets and commercial aircraft designed

for the challenges of today, to sleek high speed trains and public transit that's smarter than ever.

Bombardier has been gradually consolidating its position in India and has various offices and production sites:

- Railway Vehicle Manufacturing Site in Savli, Gujarat
- Propulsion and Control Centre in Vadodara, Gujarat
- Software Development Centre in Vadodara, Gujarat
- Engineering Centre in Hyderabad
- 4 Sales and Marketing offices in New Delhi, Mumbai, Kolkata and Chennai
- Project office in New Delhi
- 4 Depot Offices in New Delhi

INDUSTRY:-Telecommunication sector

COMPANY NAME:-Research In Motion (At present known as Blackberry)

INTRODUCTION OF TELECOMMUNICATION SECTOR OF CANADA:

Over the past 25 years, the telecom industry in Canada has evolved from a series of regulated provincial telephone monopolies and regional cable television providers toward an industry in which numerous competitors – including the former telephone monopolies, cable television providers and important new entrants – square off to entice customers with product offerings that include telephone, television and Internet and other digital services delivered over a variety of competing distribution platforms.

This evolution has been brought about through the convergence of rapid changes in telecommunication technology and governments' concurrent decisions to reduce or remove economic regulation in the telecom sector, instead relying on competitive market forces.

Canada's telecommunications sector is now a different landscape where competition is replacing extensive and intrusive government regulation in the provision of most telecom services.

In order to understand current competition policy issues in the Canadian telecommunications industry, it is important to be aware of the significant changes that have occurred over the past two decades.

To a large extent, this transformation was driven by rapid change in communications technology. Rapid technological change, in turn, encouraged governments and regulators to reduce or remove economic regulation in the telecom sector, instead relying on competitive market forces.

Introduction of RIM (Research In Motion):



Research In Motion Limited (RIM), doing business as BlackBerry is a Canadian telecommunication and wireless equipment company best known as the developer of the BlackBerry brand of smartphones and tablets. The company is headquartered in Waterloo, Ontario, Canada. It was founded by Mike Lazaridis, who served as its co-CEO along with Jim Balsillie until January 22, 2012. Its current CEO is Thorsten Heins.

Research In Motion (RIM) had a modest beginning with an ambitious vision. Today, more than 20 years later, that ambition and vision has translated into success. RIM is one of the world's leading designers, manufacturers and marketers of solutions for the mobile communications market. Through development and integration of hardware, software and services, RIM's portfolio of award-winning products now includes the BlackBerry® wireless platform, the BlackBerry Wireless Handheld™ product line, software development tools, radio-modems and software and hardware licensing agreements.

During the BlackBerry 10 launch event, the company also announced that it would change its public brand from Research In Motion to Blackberry. The name change was

made to "put the BlackBerry brand at the centre" of the company's diverse brands, and because customers in some markets "already know the company as Blackberry".

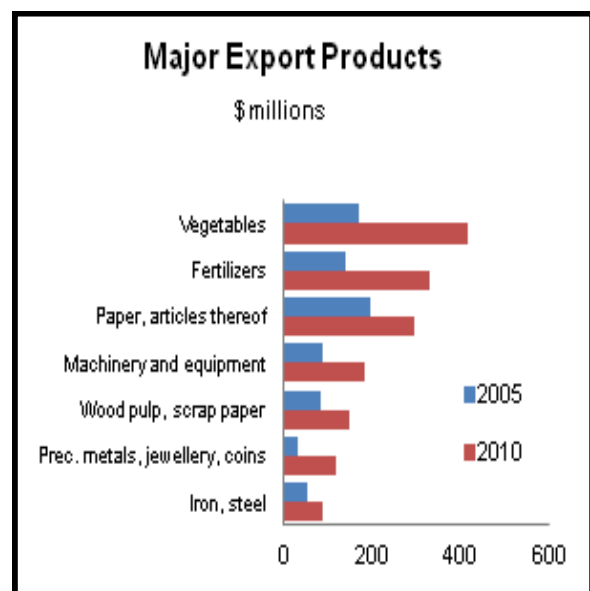
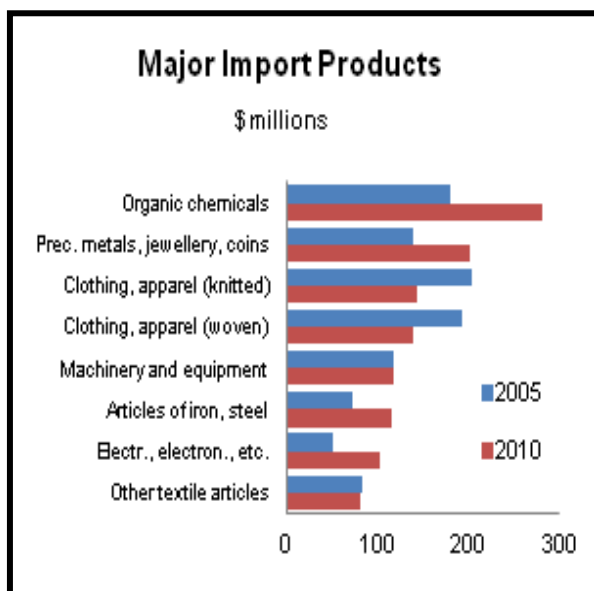
CANADA-INDIA TRADE RELATIONS

In India, Canada is represented by the High Commission of Canada in New Delhi. Canada also has two consulate generals in Chandigarh and Mumbai, a consulate in Chennai and trade offices in Ahmedabad, Bangalore, Hyderabad, and Kolkata.

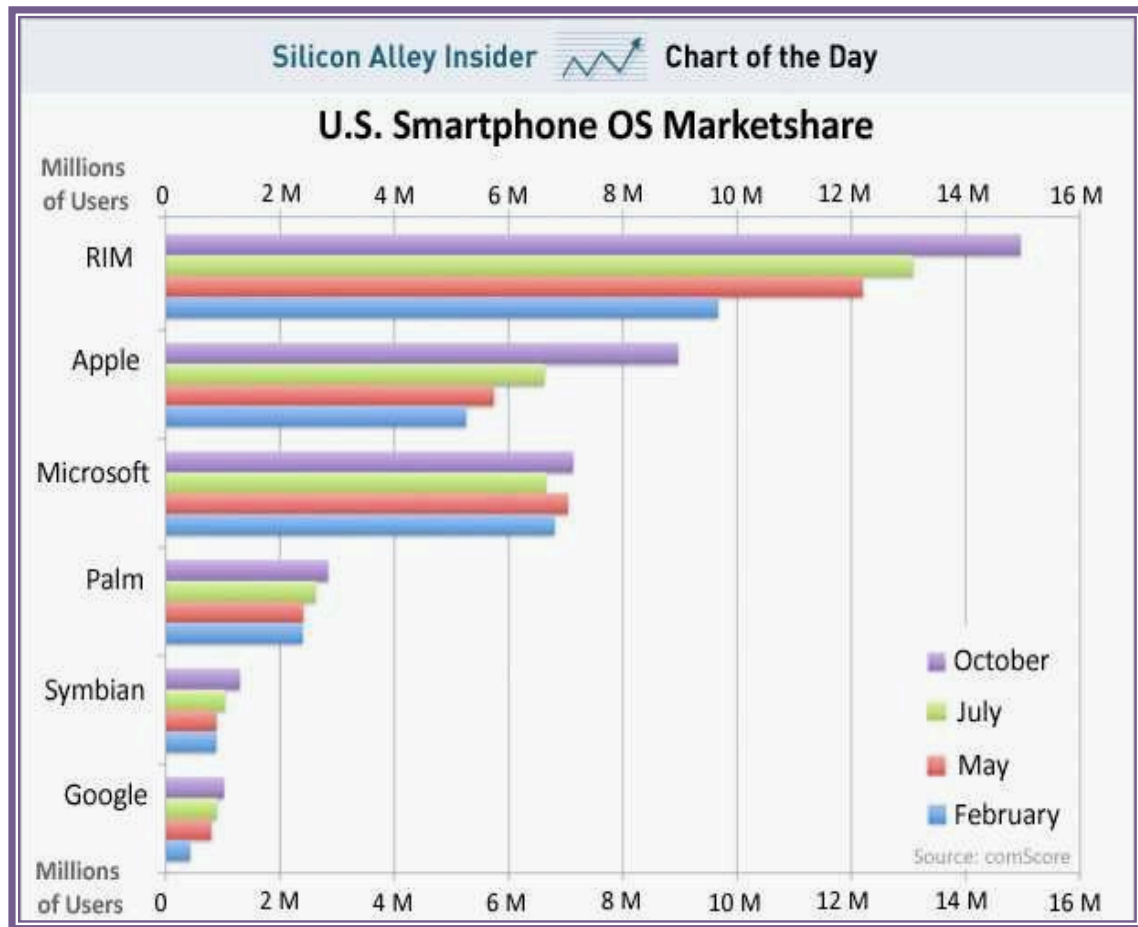
India is represented in Canada by a High Commission in Ottawa, and by consulates in Toronto and Vancouver.

Canada and India have longstanding bilateral trade relations, built upon shared traditions of democracy, pluralism and strong interpersonal connections with an Indian diaspora of more than one million in Canada. Since the mid-2000s, Canada-India relations have reached new heights, as demonstrated by the impressive number of agreements that were signed in areas such as environment, energy, agriculture, science and technology, road transportation, public service, mining and earth sciences, culture, and education.

Overall, Canada had balanced trade with India in 2010. While Canada was a significant net importer of clothing and textiles, it was a net exporter of agriculture and food products as well as forest products.



Comparative Position of RIM:



Financials

While much has been said in recent years about the impact of competition on BlackBerry's market share, the number of active BlackBerry users has increased through the years. For the fiscal period during which the Apple iPhone was first released, RIM reported that they had a user base of 10.5 million BlackBerry subscribers. At the end of 2008, when Google Android first hit the market, RIM reported that the number of BlackBerry subscribers had increased to 21 million. In the quarter ended June 28, 2012, RIM announced that the number of BlackBerry subscribers had reached 78 million globally. After the release of the Apple iPhone 5 in September 2012, RIM CEO Thorsten Heins announced that the current global users is up to 80 million, which sparked a 7% jump in shares. Until recent quarters, the company has also operated profitably.

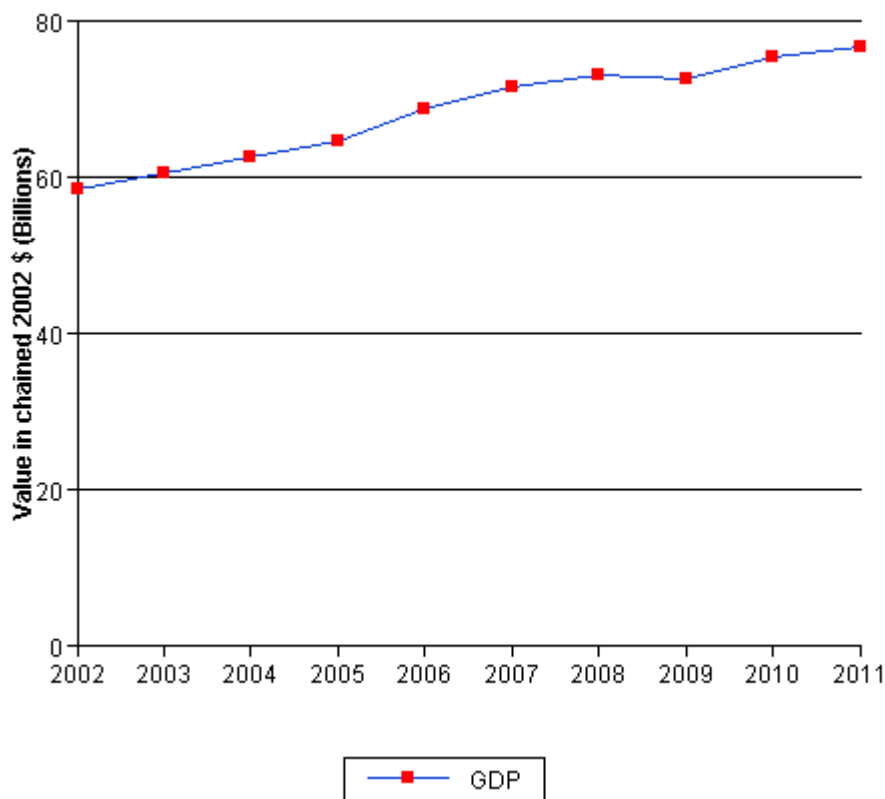
Fiscal Year	Sales (\$ million s)	Operating Income (\$ millions)	Net Income (\$ million s)	Active BlackBerry Subscribers
2002 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	294	(58)	(28)	
2003	307	(64)	(149)	534,000
2004 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	595	78	52	1,069,000
2005 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	1,350	386	206	2,510,000
2006 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	2,066	617	375	4,900,000
2007 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	3,037	807	632	8,000,000
2008 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	6,009	1,731	1,294	14,000,000
2009 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	11,065	2,722	1,893	25,000,000
2010 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	14,953	3,507	2,457	41,000,000
2011 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	19,907	4,739	3,444	70,000,000
2012 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	18,508	1,164	2,199	77,000,000
2013 http://en.wikipedia.org/wiki/BlackBerry_(company) - cite_note-Blackberry-38	11,073	(628)	(317)	76,000,000

The Canada-based smartphone maker has launched Z10 in India based on BlackBerry 10 operating system in a bid to make a comeback into the market now dominated by Samsung and Apple.

Sector/ Industry: RETAIL INDUSTRY

INTRODUCTION OF RETAIL SECTOR IN CANADA

The Canadian retail industry is primarily engaged in selling consumer goods and related services through stores to the general public. Large retail firms also tend to operate their own warehouse facilities and, in some instances, have manufacturing operations for the production of private-label goods.



GDP in the Retail Trade sector increased from \$58.5 billion in 2002 to \$76.8 billion in 2011. The increase in GDP reported between 2002 and 2011 represented a

compound annual rate of 3.1%. Between 2010 and 2011, the total value-added of the Retail Trade sector increased by 1.6%.

MAJOR PLAYERS OF CANADA IN RETAIL INDUSTRY

1. DOLLARAMA:

Dollarama is a chain of over 700 dollar stores across Canada. The company is headquartered in Montreal and, since 2009, is Canada's largest retailer of items for three dollars or less. The first Dollarama store was created at the shopping centre in Matane. Dollarama now has stores in every province of Canada, with Ontario having the most stores.

2. REAL CANADIAN SUPERSTORE (LOBLAWS):

Loblaws is a supermarket chain with over 70 stores in Canada, headquartered in Brampton, with stores across Ontario and Quebec. Loblaws is a division of Loblaw Companies Limited, Canada's largest food distributor.

Founded by Theodore Loblaw, Loblaws stores used to operate across Canada until the early 1960s, when most locations in western Canada were re-branded as SuperValu, and later as Real Canadian Superstore.

3. SOBEY'S:

Sobeys is the second largest food retailer in Canada, with over 1,300 supermarkets operating under a variety of banners. Headquartered in Stellarton, Nova Scotia, it operates stores in all ten provinces and

accumulated sales of more than \$14 billion CAD in 2009. It is part of the conglomerate Empire Company Limited.

4. LULULEMON ATHLETICA:

Lululemon Athletica Inc. styled as lululemon athletica, is a self-described yoga-inspired athletic apparel company, which produces a clothing line and runs international clothing stores from its company base in Vancouver, British Columbia, Canada.

5. TIM HORTONS:

Tim Hortons Inc. is a Canadian fast casual restaurant known for its coffee and doughnuts. It is also Canada's largest fast food service with over 3,000 stores nationwide. It was founded in 1964 in Hamilton, Ontario, by Canadian hockey player Tim Horton and Jim Charade, after an initial venture in hamburger restaurants.

6. CANADIAN TIRE:

Canadian Tire Corporation, Limited is a Canadian retail company. Retail operations include Canadian Tire, the core retail and automotive service operation, Canadian Tire Petroleum, men's, women's, and work apparel retailer Mark's Work Warehouse, FGL, and PartSource, retailing auto parts and accessories. Its head office is in Toronto, Ontario.

7. SHOPPERS DRUG MART:

Shoppers Drug Mart Corporation is Canada's largest retail pharmacy chain, and it has its headquarters in North York, Toronto, Ontario.[2] It has more than 1,241 stores operating under the names Shoppers Drug Mart in nine provinces and two territories and Pharmaprix in Quebec as well as in Hawkesbury, Ontario.

8. METRO:

Metro Inc. is a food retailer operating in the Canadian provinces of Quebec and Ontario. The company is based in Montreal, Canada. Metro is the third largest grocer in Canada, after Loblaw Companies

Limited and Sobeys. There are 365 namesake locations in Ontario and Quebec.

9. ALIMENTATION COUCHE-TARD:

Alimentation Couche-Tard Inc. or simply Couche-Tard is one of the largest company-owned convenience store operators in the world with more than 13,000 stores across Canada, the United States, Europe, Mexico, Japan, China, and Indonesia.

10. JIM PATTISON GROUP:

The Jim Pattison Group is Canada's third largest privately held company. The Jim Pattison Group is involved in a wide variety of industries including TV and radio stations, car dealerships, grocery store chains, magazine distribution, food service specialty packaging, advertising, real estate development, fishing, forest products, financial services, and entertainment.

INTRODUCTION OF FOOD RETAIL IN CANADA:

- Industry sales for food retail stores is an estimated \$84 billion in 2010 and is projected to grow at a rate of 4.6% annually through 2014, as more Canadians choose to eat at home.
- The grocery market is highly concentrated and vertically integrated into food distribution, with the top five retailers accounting for 80% of total food sales. The retail environment is dominated by big box stores accounting for approximately 70% of food sales.
- The increased importance of disease prevention through healthy diets has boosted demand for innovative food products with health benefits. Canadian consumer food preferences are shifting toward healthier, less processed foods prepared and delivered in an environmentally-friendly fashion and a convenient format including more natural and organic products.
- Food products that offer benefits beyond basic nutrition, such as functional • foods, premium and specialty products with specific quality

and authenticity characteristics differentiated from the mass-market appeal of a supermarket may have greater resonance with educated and affluent Canadian consumers.

- The food regulatory environment in Canada is highly complex and evolving, and must be carefully assessed by exporters as part of their market entry strategy.

Comparative Study of Canadian Retail Industry and Indian Retail Industry.

Organized Food Retail Format of Canada

Traditional Stores	Attributes
Supermarket	Full line grocery store with annual sales over \$2 million.
Superstore	Supermarket over 3000 sq ft offering non food items. Includes specialty departments and other service centers.
Conventional store	A supermarket less than 30,000 sq ft.
Grocery store	Retail store less than 5,000 sq ft selling perishable and non perishable items.
Specialty stores	Stores specializing in a specific food category.
Non-Traditional Stores	Attributes
Super Centre	A supermarket >30,000 sq ft that sells an expanded selection of non food items.
Mass Merchandiser	A retail store that traditional has sold only general merchandise but now also sells food products.
Wholesale Club	Retail/wholesale store approximately 150,000 sq ft that requires a paid membership. Merchandise and groceries are sold in bulk.
Drug store	Stores that sell prescription based medicines as well as general merchandise, consumables and seasonal items.

Convenience / Gas store	Retail store less than 2,400 sq ft that sells a limited variety of high convenience-items.
Hypermarket	Combined supermarket and discount store greater than 200,000 sq ft.

Organized Food Retail Format of India.

Format	Organized retail chains	Size	Population targeted	Pricing	Items carried
Hypermarkets	RPG's Giant, Pantaloons' Big Bazaar, Trent's Star India Bazaar	25,000-50,000 sq ft	Middle income group	Lower than MRP	Most categories
Supermarkets	Food World, Food Bazaar (Pantaloons) Nilgris	3,000-5,000 sq ft	Everyone	MRP	Processed foods and groceries mainly
Discount Stores	Margin Free and Apna Bazaar	Varies but less than 3,000 sq ft	Middle income group	Everyday low price (lowest)	Processed foods and groceries mainly
Convenience Stores	Trumart, Spencer's Daily, Vishal	Varies	Everyone	MRP	Varies-but specialized in each store

➤ The Major Players common between Canada and India are:

- Metro
- Wal-Mart
- Tesco

- The Canadian retail sector is fully organized where as Indian retail are organized as well as unorganized.
- They differ in terms of **Formats** which are shown below:

- Canadian retailers need quality information on drivers, future trends and best practices to succeed in the highly competitive globalized marketplace. This strategic information can also be used to identify competitiveness factors, develop benchmarks, justify investment and innovation decisions, and help inform decision makers of current and future retail sector needs. Also, the retail sector's innovative business practices can serve as leading indicators for innovation by non-consumer product goods manufacturing sectors.

- The retail industry in India is highly fragmented and unorganized. Earlier on retailing in India was mostly done through family-owned small stores with limited merchandise, popularly known as kiranas or mom-and-pop stores. In those times, food and grocery were shopped from clusters of open kiosks and stalls called mandis. Now a days organized retail sector is also mushrooming in India. Major players of organized retail in India are Big Bazar, RPG India, Pantaloons,etc.

Industry :- Entertainment

Introduction of Entertainment

Entertainment is something that holds the attention and interest of an audience, or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention

Main Contents of Entertainment

1. Psychology and philosophy
2. History

- 2.1 Court entertainment
- 2.2 Public punishment
- 3. Children
- 4. Forms
 - 4.1 Banquets
 - 4.2 Music
 - 4.3 Games
 - 4.4 Reading
 - 4.6 Comedy
 - 4.7 Performance
 - 4.7.1 Storytelling
 - 4.7.2 Theatre
 - 4.7.3 Cinema and film
 - 4.7.4 Dance
 - 4.7.5 Animals
 - 4.7.6 Circus
 - 4.7.7 Magic
 - 4.7.8 Street performance
 - 4.7.9 Parades
 - 4.7.10 Fireworks
 - 4.8 Sport
 - 4.9 Fairs, expositions, shopping
- 5 Industry
- 6 Effects of developments in electronic media
 - 6.1 Globalization
 - 6.2 Obsolescence

Introduction of Mass Media

The **mass media** are diversified media technologies that are intended to reach a large audience by mass communication. The technology through which this communication takes place varies. Broadcast media such as radio, recorded music, film and television transmit their information electronically. Print media use a physical object such as a newspaper, book, pamphlet or comics, to distribute their

information. Outdoor media is a form of mass media that comprises billboards, signs or placards placed inside and outside of commercial buildings, sports stadiums, shops and buses. Other outdoor media include flying billboards (signs in tow of airplanes), blimps, and skywriting. Public speaking and event organizing can also be considered as forms of mass media.

- **Potential for business future in Canada**

- ❖ **Key Strengths of Canadian Television Industry**

- The Canadian Radio-Television and Telecommunications Commission (CRTC) unveiled its latest survey of Canadian broadcast distributors, and pointed to strong sector growth as the combined revenues for cable, satellite TV and multipoint distribution companies rose to CDN\$12.5 billion for the year to August 31, 2010, against revenues of \$11.4 billion for the year-earlier period.
 - Cable generated the bulk of that business, with the sector's total revenues rising 9.7% in 2010 to \$10.1 billion.
 - The cable sector saw operating expenses rise by 9% from \$5.1 billion to \$5.5 billion, according to the CRTC.
 - That put pre-interest and tax profits for the cable operators at \$2.5 billion, or a corresponding profit margin of 25.3%. The year-earlier 2009 pre-interest and tax profit came in at \$2.3 billion and a 25.1% margin.
 - Even Canadian satellite TV operators, which took over a decade to reach sustained profitability, are flush these days.
 - The CRTC said total revenues for satellite and multipoint distribution companies jumped 9% from \$2.2 billion in 2009 to \$2.4 billion in 2010. Operating expenses were also up, by 4% from \$1.75 billion to \$1.82 billion in 2010.
 - That allowed satellite and multipoint distribution companies to post a combined profit before interest and taxes of \$163.9 million in 2010.
 - Continued profitability from cable and satellite TV operators fed into indie production, with both sectors contributing \$189.1 million to the Canadian Media Fund, and another \$52.3 million to independent funds.

- ❖ **Key Strengths of Indian Television Industry**

- **Market capitalization:** Indian Television Industry has gained new momentum due to liberalization and enhanced enthusiasm shown by the broadcasters to seize a huge share of the entertainment industry. Indian Television industry in 2009 stood at US\$ 5.65 billion registering a growth of 6.8%. The industry is projected to grow at a CAGR of 15.5 and reach around US\$ 11.45 billion by 2014.
- **Size of the industry:** Over the years the number of private satellite TV channels has grown astronomically, from 1 TV channel in 2000 to 394 TV channels in 2009. The number of non-news & current affairs TV channels has grown from 0 to 183 and that of news & current affairs TV channels has grown from 1 to 211.
- **Total contribution to the economy/ sales:** According to the report released by the Price water house coopers today India's burgeoning Film and Television Industry created nearly 1.8 million jobs and contributes an immense \$6.2 billion (Rs 28,305 crores) to the Indian economy.
- The report also has given evidences of Economic Contribution of the Indian Film and Television Industry which shows that the sector has a total gross output of \$20.4 billion (Rs 92,645 crores) and contributes more to the GDP of India than the advertising industry.
- **Latest developments:**
 - Indian Film and Television industry combined revenue was over \$7.7 billion (Rs 35,000 crores) in the year 2008. This is expected to grow at a rate of 11% over the next five years, reaching a size of over \$13 billion (Rs 60,000 crores).
 - Indian Television Industry is witnessing a spark in the new channels being launched every year. TV is also penetrating into the rural areas and is a promising segment. Homes with TVs are expected to grow from 112 million to 200 million in a few years. The Current size: Rs 14,800 crore, Projected size by 2010: Rs 42,700 crore and CAGR: 24%

- Today India boasts of being the third largest television market in the world and the cable penetration (pay TV market) is expected to grow from the present 70 million to all TV homes. More than 350 channels (paid and free) are available to viewers in India today.
- The fact that 40% households of India are still without television connectivity highlights the scope of growth in this Industry.
- The Television Industry in India generates revenue through advertisements, followed by subscriptions. The Indian television advertisements market today is currently valued at about US\$ 1,067 million and is expected to grow at a rapid rate with the increase in the number of channels and television viewers.
- The number of pay TV homes and the increased subscription rates will increase the subscription revenues and spread among the lower- income groups and offers a wide scope for growth. The Indian television industry is currently being dominated by Star India, which is the top player in the sector at present.

❖ **Key Competitive Indicators**

In our view, useful indicators in tracking the potential impact of OTT on regulated Canadian TV providers include a combination of technological, consumption and business measures. Within these three broad categories, we see different levels of utility, based on the extent to which indices can be seen as direct or indirect measures of potential OTT impact, how easily they can be quantified, and the availability and reliability of data.

This section provides an overview of the potential indicators that we identified, a discussion of their utility and some interpretation of implications, within the three broad categorizations noted above.

From this analysis, we propose three sets of indices, which we recommend that the CRTC consider tracking to a greater or lesser extent:

1. **Core indices.** These are a limited set of indices, comprised of primarily direct measures that are, or can be, fairly reliably measured. These are indices that we believe the Commission can and should track on a regular basis (some, at least quarterly).
2. **Secondary indices.** These are a more expansive set of indices, often more indirect in nature, and often with less available or reliable underlying data. While less illustrative of current impact, many of these indices are however potentially predictive in nature, and therefore worthy of tracking to the extent feasible.

Qualitative indices. These are indices that are less quantitative than the other two sets, and are therefore hard to assess on the basis of a simple numeric measure. They are, however, for the most part, direct indicators of the potential impact of OTT on regulated Canadian TV providers.