

The background is a vibrant blue with a complex, abstract design. It features several interlocking gears of various sizes, some in shades of light blue and others in a slightly darker blue. The gears are set against a backdrop of numerous thin, white, curved lines that create a sense of motion and connectivity. The overall aesthetic is clean, modern, and technical, suggesting a focus on business processes and infrastructure.

Doing Business in New Jersey

A Practical Approach

Focus Industries

Existing Industries

Pharmaceuticals & Life Sciences

Technology & Innovation

Transportation & Logistics

Financial Services

Education & Higher Learning

Agriculture

Emerging Industries

Clean Energy & Renewable Technologies

Biotechnology & Advanced Lifesciences

Technology & AI

Agritech & Food Innovation

Fintech

Smart Transportation

Creative & Digital Media

Potential Focus for Indian SME's

Eco Friendly products – Packaging, HORECA & Consumer utility products

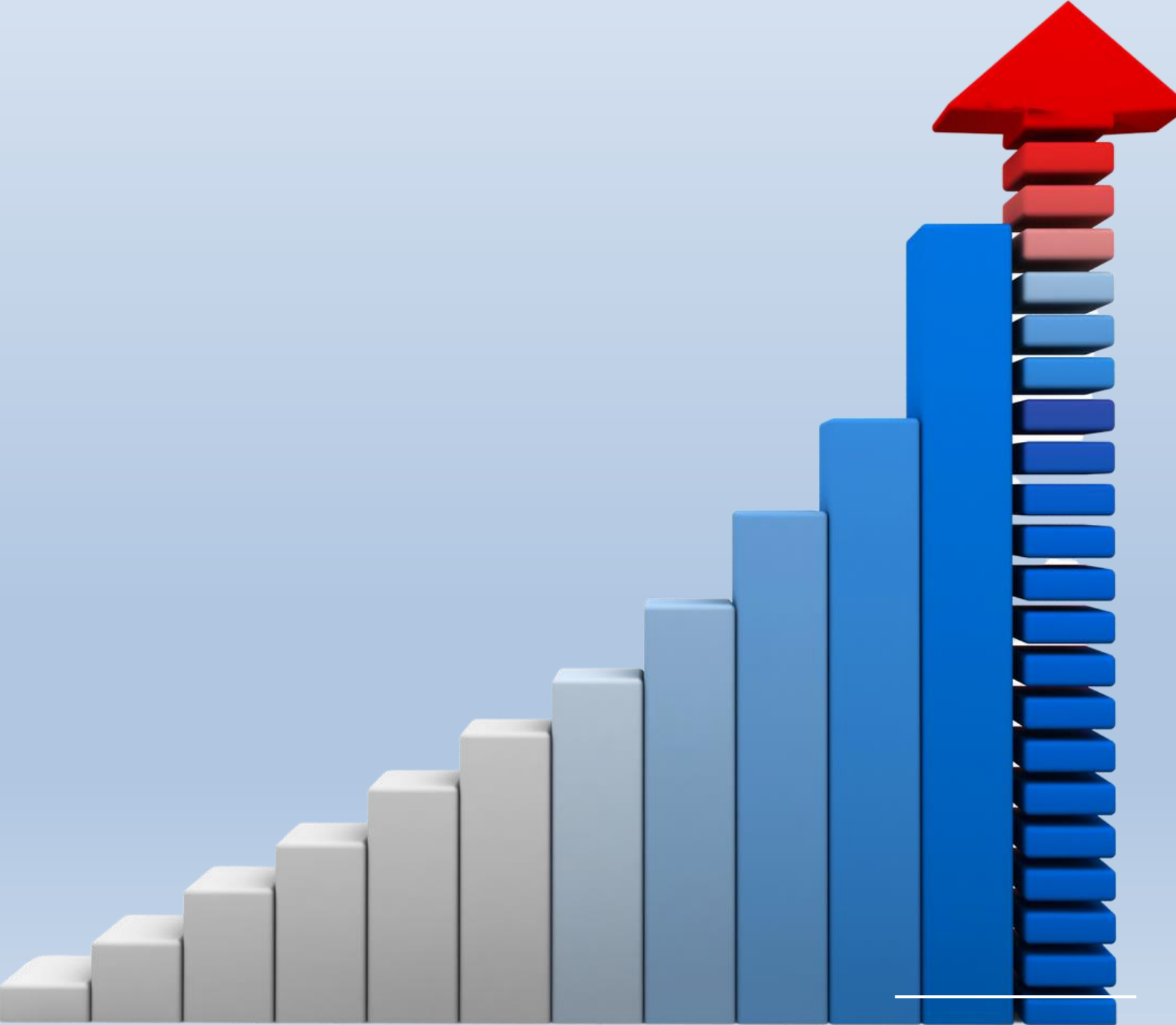
Food – Processed, Frozen, Ingredients, Health Foods

Textiles – Yarn, Fabric, Made ups, Woven & Non-Woven, Cottage industry products

Gems & Jewellery- Imitation jewellery & lab grown diamonds

Automotive/Engineering – Components, spares & finished products

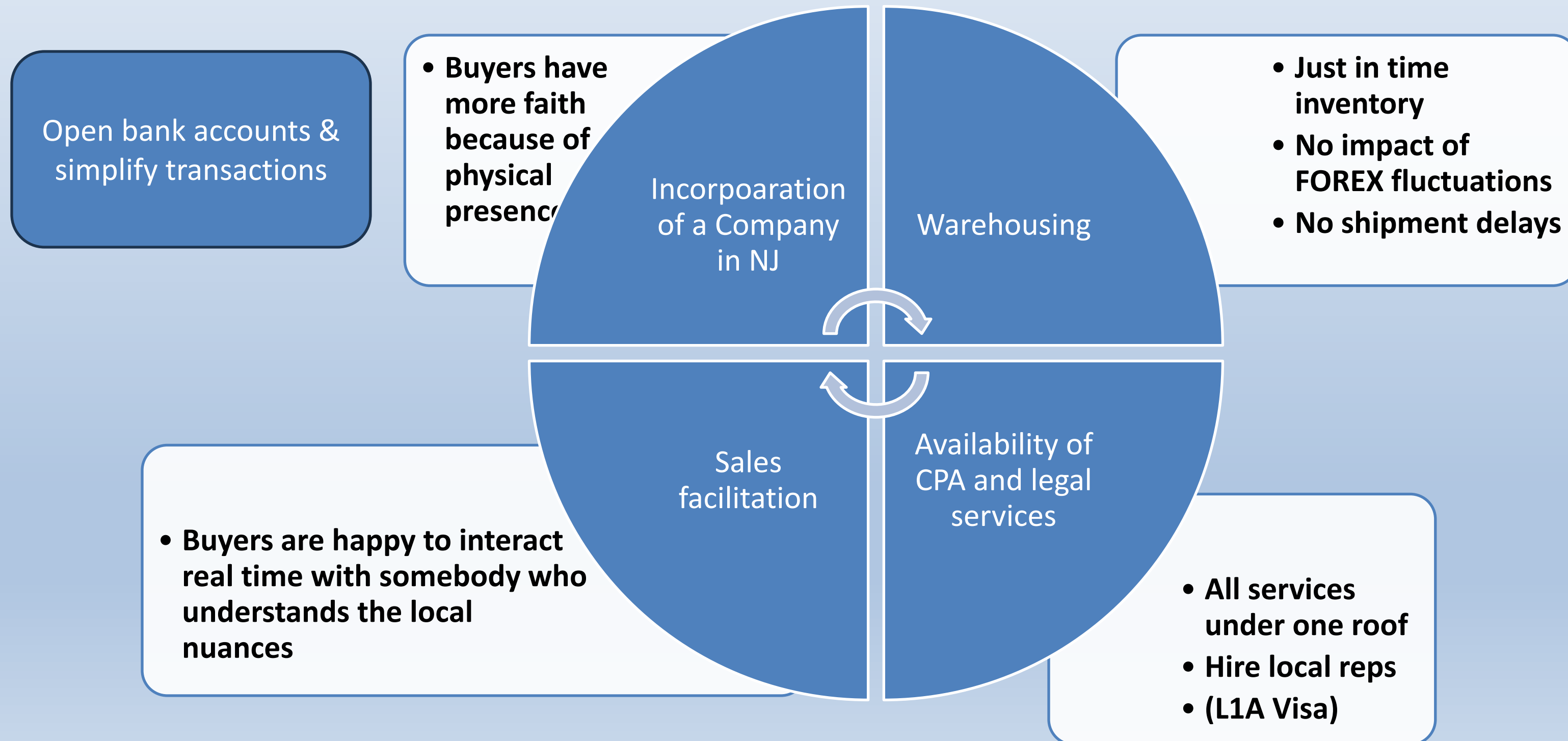
Growing Your Business in New Jersey



Goal of Indian Companies

AIM: establishing a presence and selling products or services in New Jersey, thereby generating revenue

Practical approach



Strategies to be adopted for success



Success parameters continued...



Suggested steps

- Begin with Amazon fulfillment.
- Scale to local warehousing.
- Explore manufacturing.



Adopt novel ideas for success in manufacturing

How would you like to sell your own product using your own raw materials as a “Made in the USA” product ?

Contract manufacture in NJ

Steps:

Ingredients / raw materials exported to the US contract manufacturer at a price indicated by you.

Products finished & packaged in the US.

Advantages:

Can sell at a much higher price

Can be exported to Mexico, Canada, Europe and the Middle East as a “Made in USA” product. Join the \$4 trillion export market.

Networking

Join B2B delegations coming from India like FIEO, NASSCOM

Attend/participate in industry specific events

Network through US organizations like TIE NJ

Sponsor/become members of local industry chapters

Collaborate with local industry bodies

Think big, Start small & Learn fast

Understand
competition &
Consumer
preferences

Understand
statutory
requirements

Study branding,
packaging &
pricing strategy

Identify gaps

Have an initial
broad G2M plan

Know the cultural, legal & work environment.

Define the correct initial strategy – its ok to think globally, but act locally.

A SWOT analysis is a good way to adopt a structured way to define your strategy.

Choose the products with the highest probability of success and adapt them as necessary.

The price must be adapted to the market, which will define whether or not it is competitive depending on how the product is promoted and perceived, regardless of production costs.

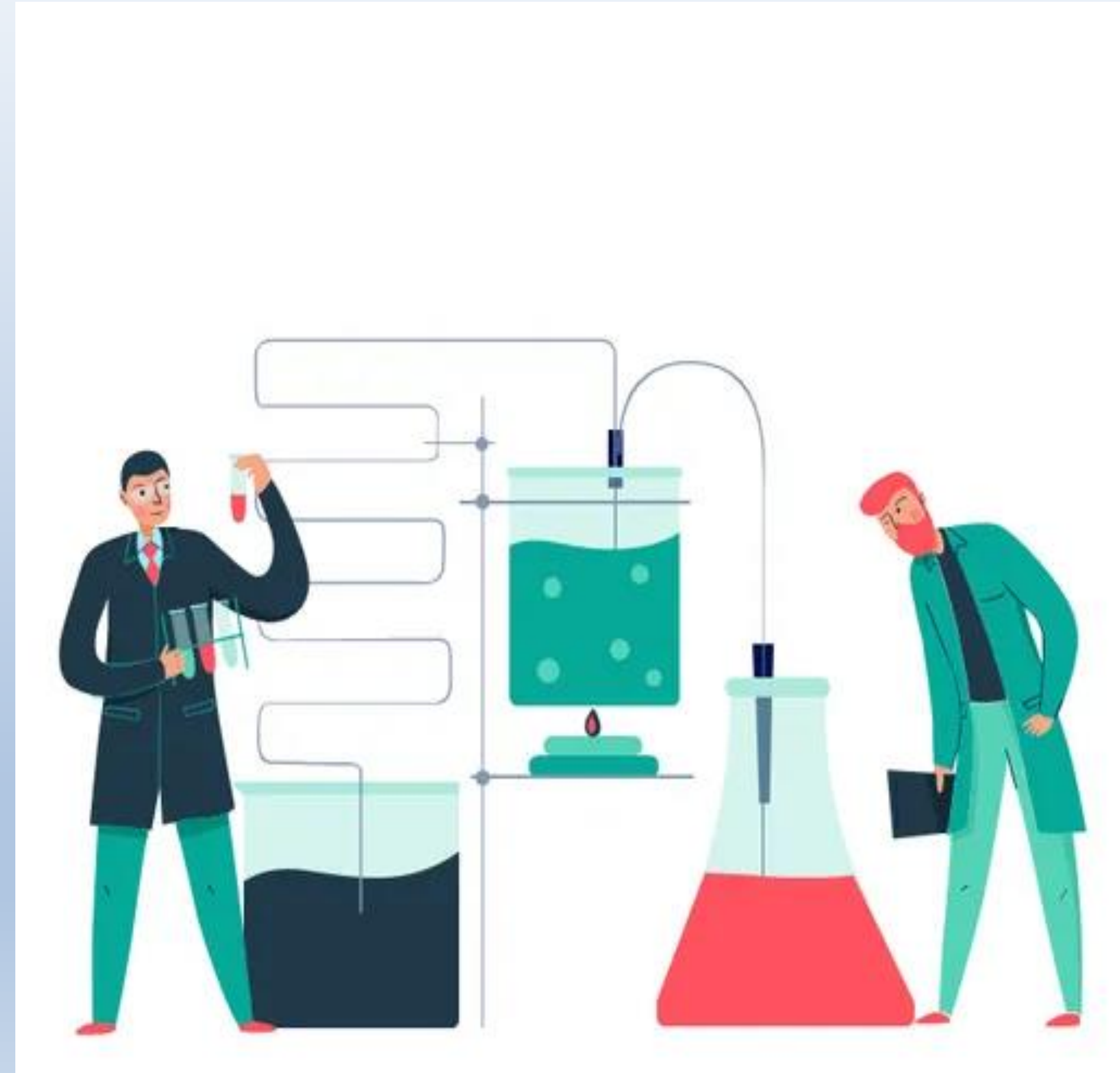
Relying on partners and institutions – Federal, state and local institutions are interested in supporting many projects. Connect with associations & chambers of commerce, Other foreign companies working in complementary markets that can act as partners sharing resources, contacts and knowledge as also local companies with which “joint ventures” can be established when a model of mutual benefit can be defined.

Consider both the commercial and government markets

An Indian company can dramatically boost its presence and prestige by landing government contracts. At a lower level but with great importance are state and local administrations. All of them should be considered as part of the potential NJ market.

In public contracts it is necessary to take into account aspects such as:

- The “Buy American Act” (law that requires preference for U.S. products in purchases by the federal state)
- The advantages given to local Small Businesses in certain contracts (“Small Business set-aside”) that generally do not apply to foreign-owned enterprises
- The dynamics of public contracts and the complex rules applicable to such tenders, with a great emphasis on ensuring the transparency of the awards and free competition.
- The complex mechanisms that foreign-owned enterprises must put in place in order to work on defense contracts or dual-use technologies.



Distribution strategy changes

The top distribution strategies in 2025 are improving customer service, increasing sales force and targeting new distribution channels.

A 2024 study shows that of the current profit leaders:

- ✓ 46% plan to improve customer service
- ✓ 41% plan to increase sales force
- ✓ 41% are targeting new distribution channels
- ✓ 35% plan to increase distribution geography
- ✓ 40% plan to make changes in marketing strategy
- ✓ 31% plan to increase remote selling
- ✓ 19% changing distribution partners
- ✓ 11% are planning to open dark stores
- ✓ 35% plan to adopt newer technology



Focus Points for Start Ups



Competing with homegrown start ups

Risk capital – With founders from India, the start up will lack the local trade records

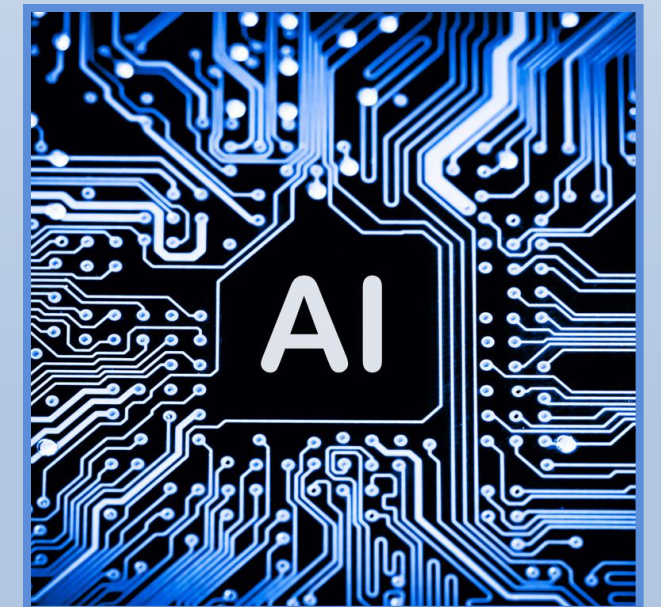
Financials – Without a few years of US financial statements, the start ups will seem even more risky than the homegrown ones

IP's – For start ups with Ip's and trademarks from India there will be additional legal expenses to safeguard themselves

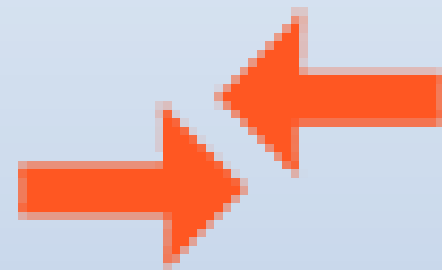
The world of start ups is very spiky but the regional eco system in NJ is especially very good. The friendly culture and mature ecosystem will help the new Indian start ups to scale up and ultimately become a full corporate enterprise.

Future trends in New Jersey Business Environment

- The Garden State already punches above its weight in the high-tech world. We boast the highest concentration of scientists and engineers per square mile in America, and have some of the top life sciences, software, and AI industries in the nation.
- Jersey City features the world's highest percentage of women-led startups. But this momentum is only the beginning.
- Opportunity for a lot of ancillary businesses to grow around key industries.
- Investments in port technology and automation will further enhance NJ as a logistics hub.
- E commerce and retail transformation will see last mile delivery solutions.
- Data analytics and AI will drive marketing and product offerings.
- Big focus on startups and innovation hubs/ incubators and accelerators including university collaborations will drive support for new ventures.
- More funding will flow into emerging sectors.



By embracing these trends Indian companies desirous of entering the NJ market/further strengthening their existing position can derive tremendous benefits to better their bottom line.



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