



How do we perform? Asian perceptions of New Zealand business people

Graphical Outputs from Additional Analysis

September 2006

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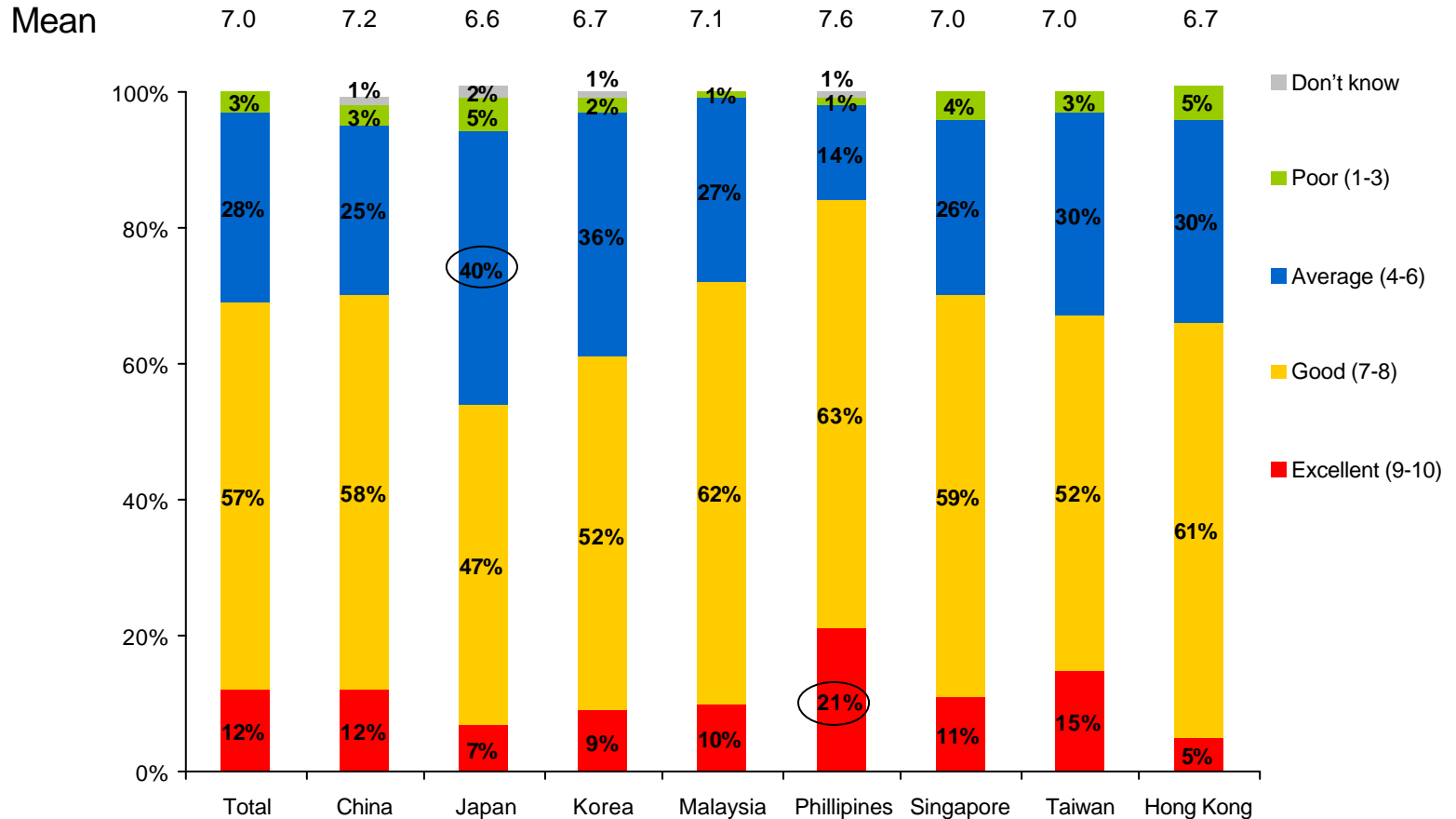
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Overall Performance of New Zealand Business People

Overall Performance of New Zealand Business People

“On the same 1-10 scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people’s overall performance?”

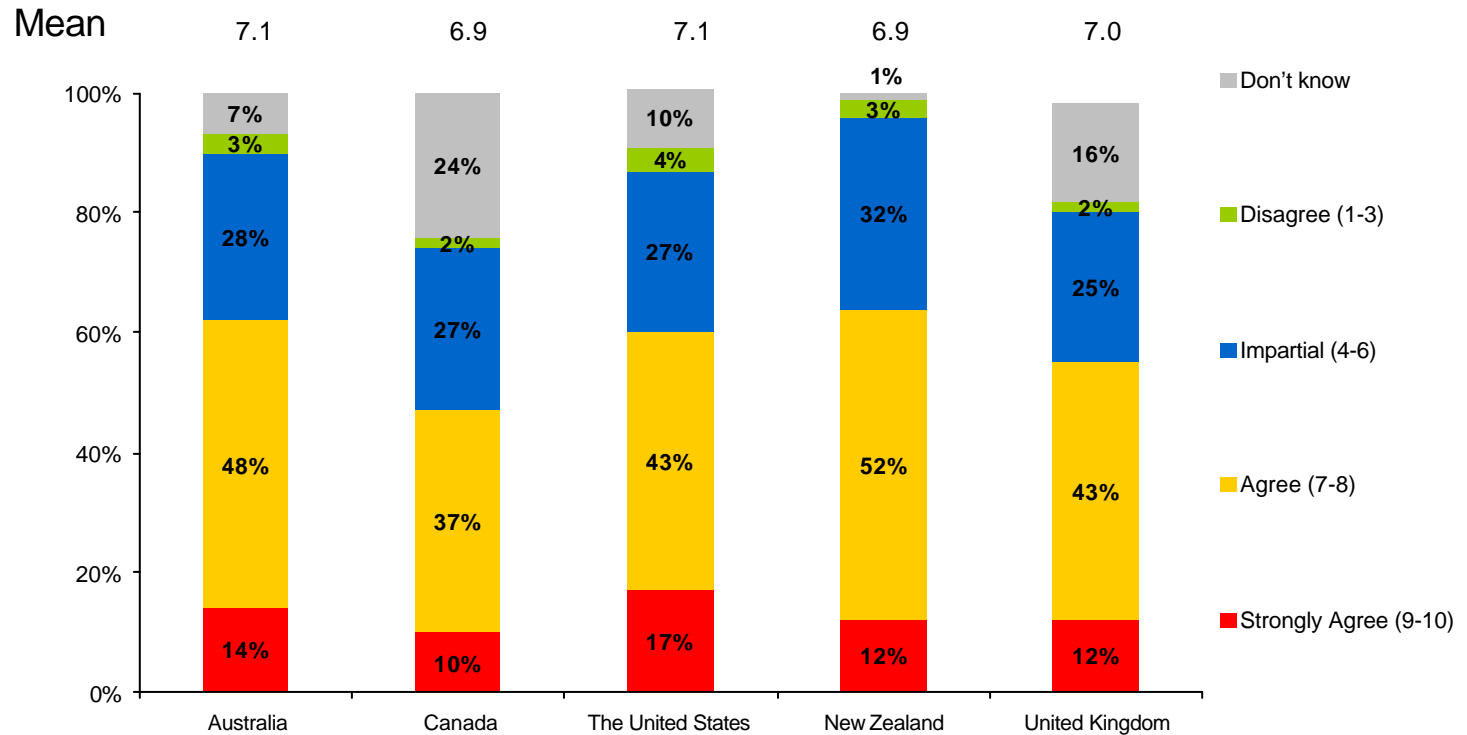


International Comparison

International Business Partners

Excellent business partners – Overall sample

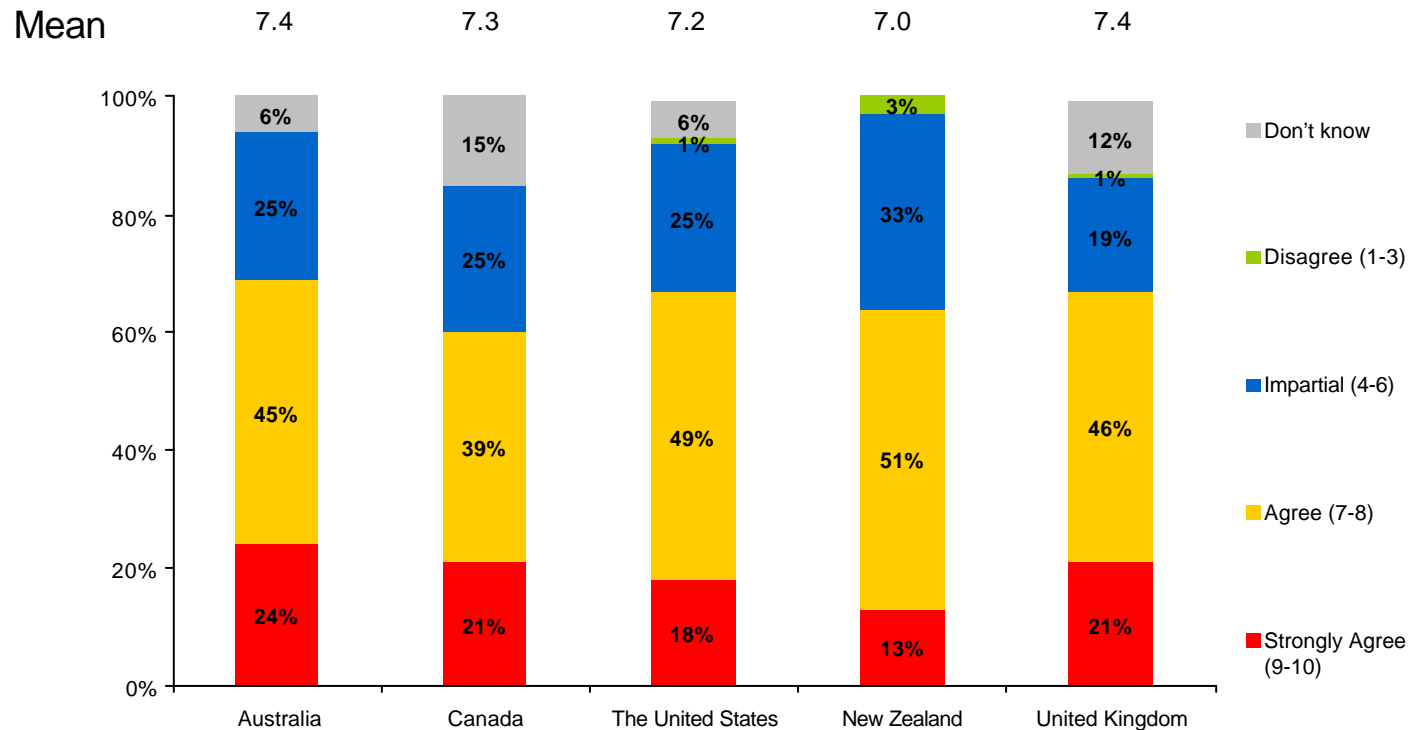
“For each country please rate on a scale of 1-10 (**where 1 is strongly disagree and 10 is strongly agree**) how much you agree with the statement that business people from the stated country are excellent business partners: Australia, Canada, the United States, New Zealand and the United Kingdom”



International Business Partners

Excellent business partners – Chinese market

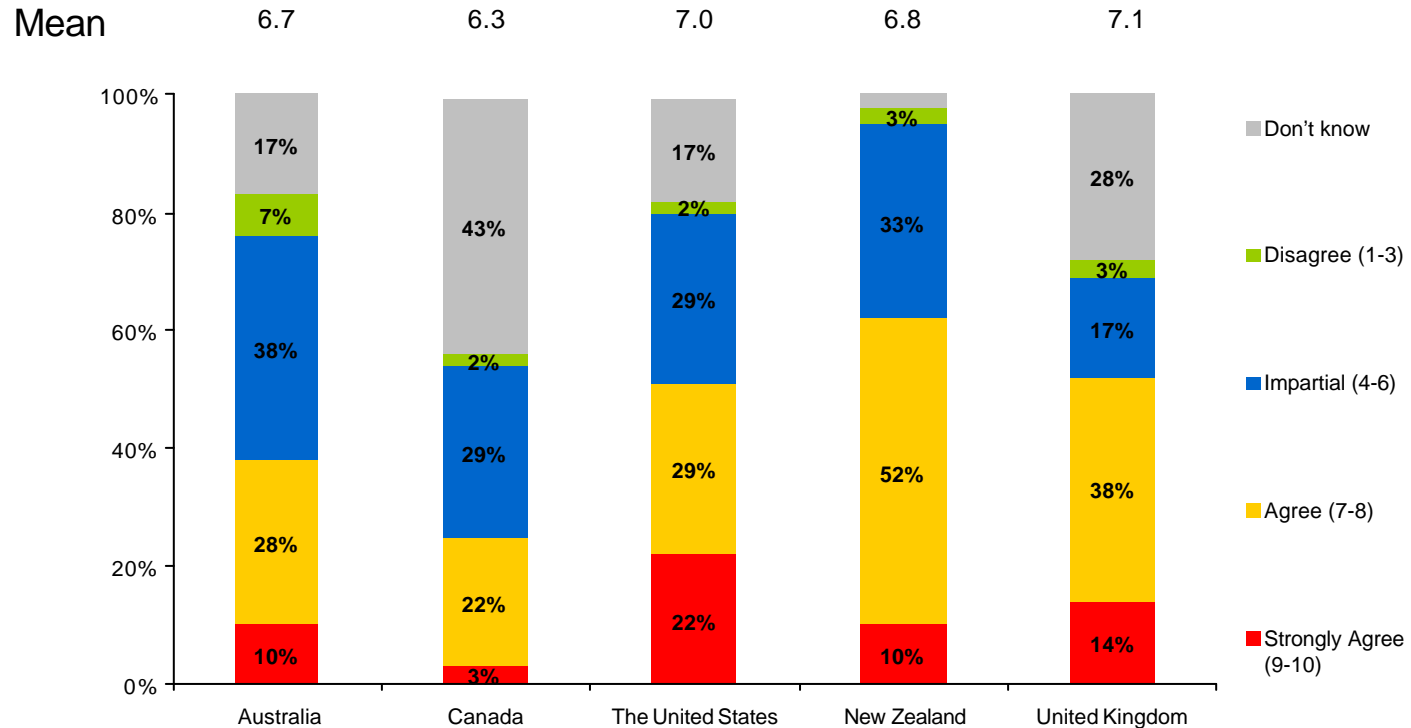
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International Business Partners

Excellent business partners – Japanese market

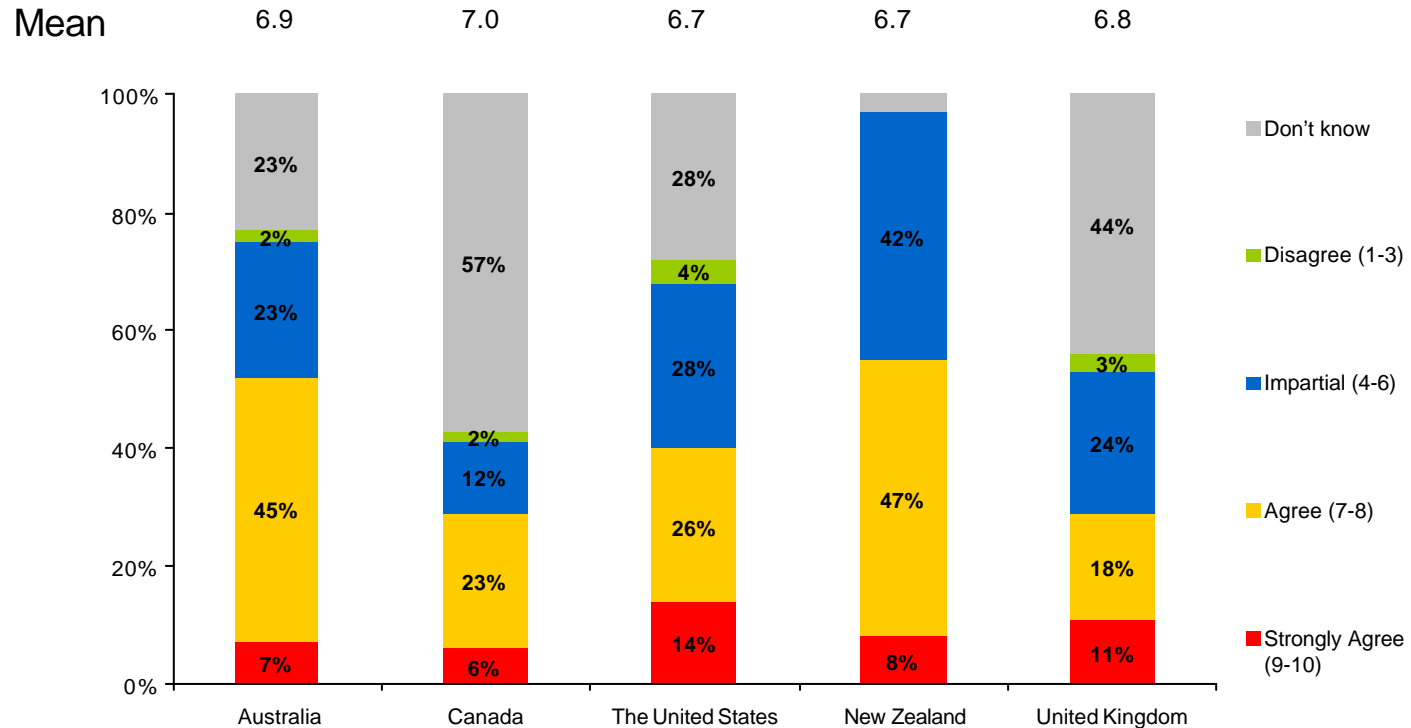
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International Business Partners

Excellent business partners – Korean market

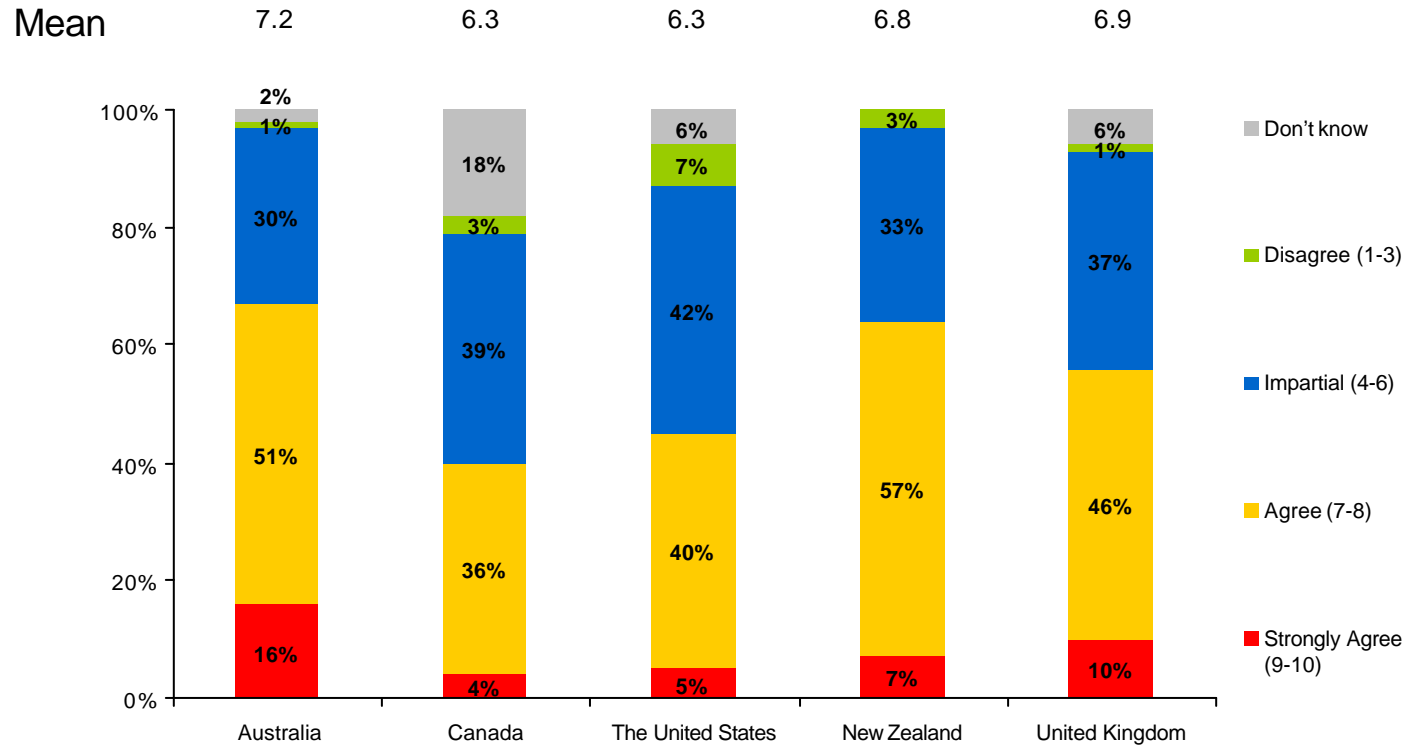
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International Business Partners

Excellent business partners – Malaysian market

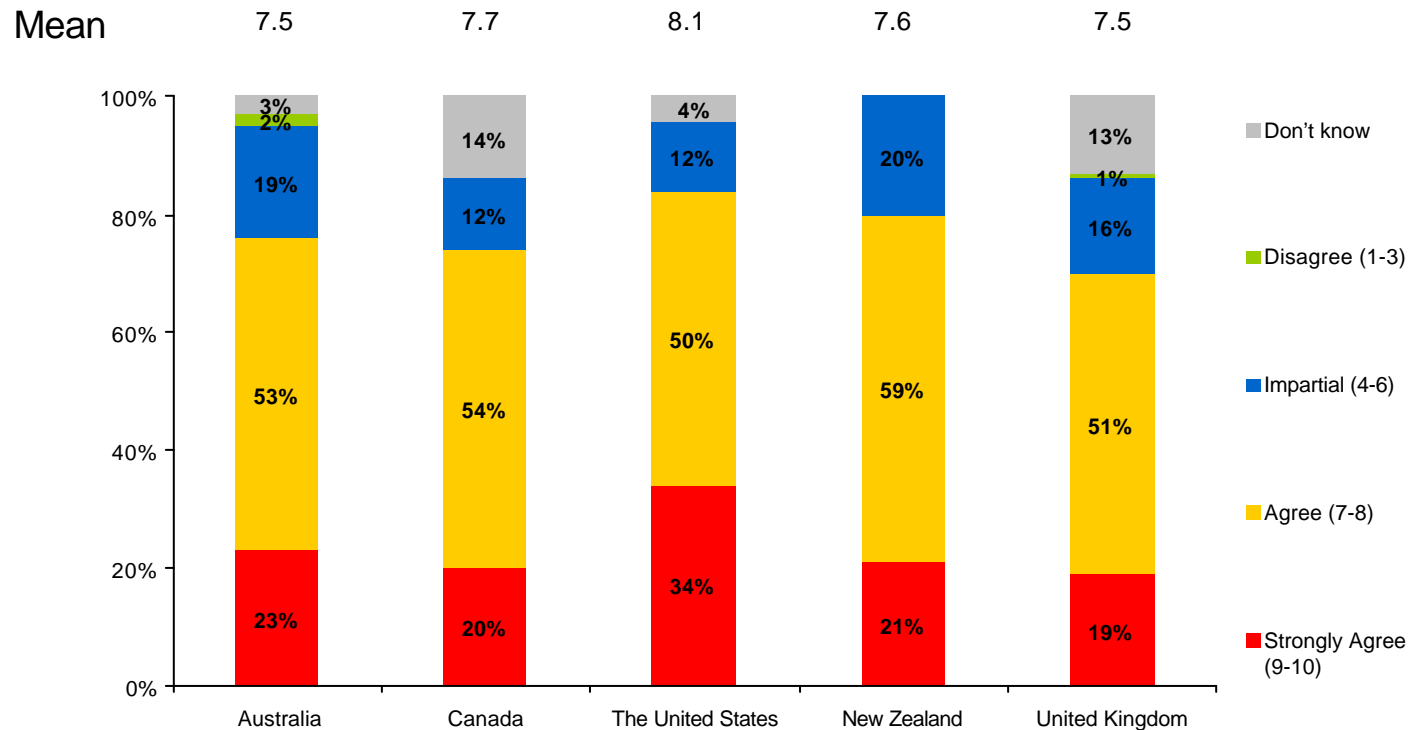
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International Business Partners

Excellent business partners – Philippine market

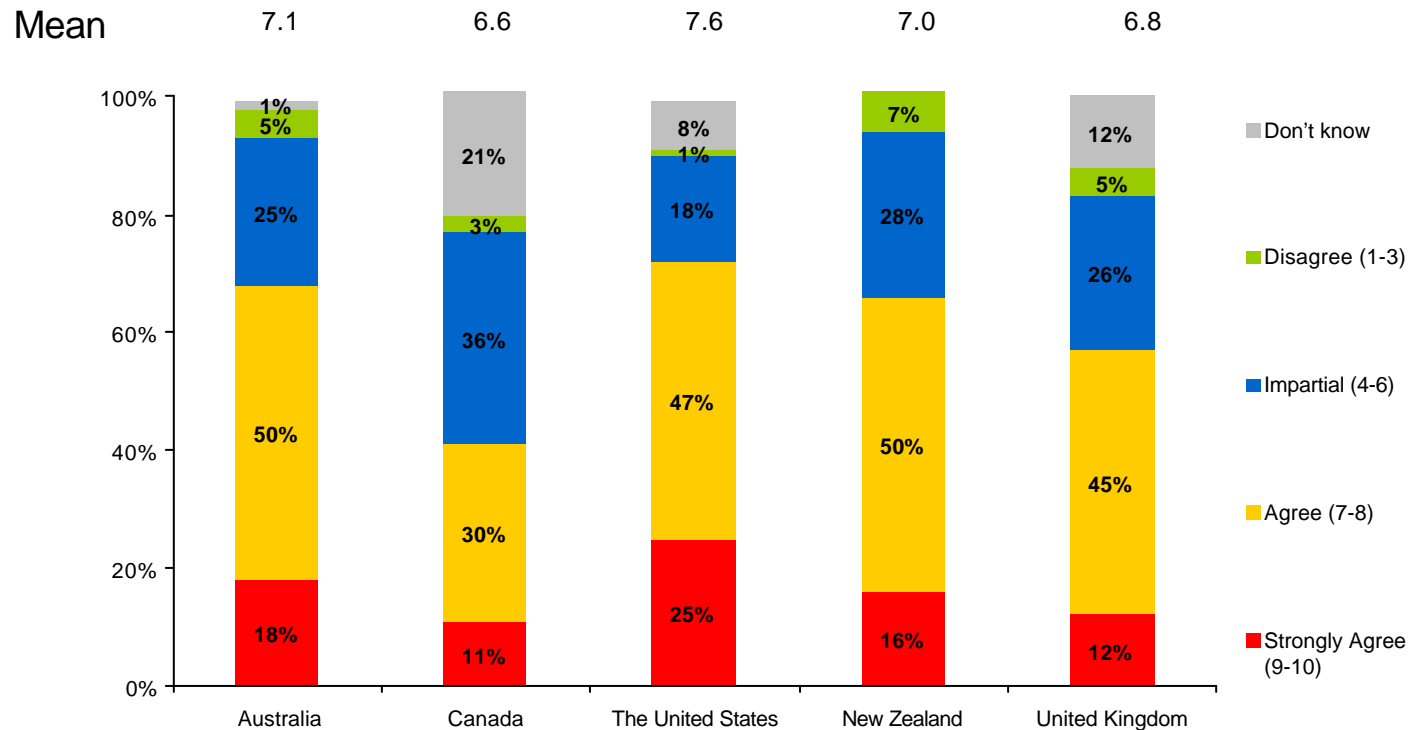
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International Business Partners

Excellent business partners – Singaporean market

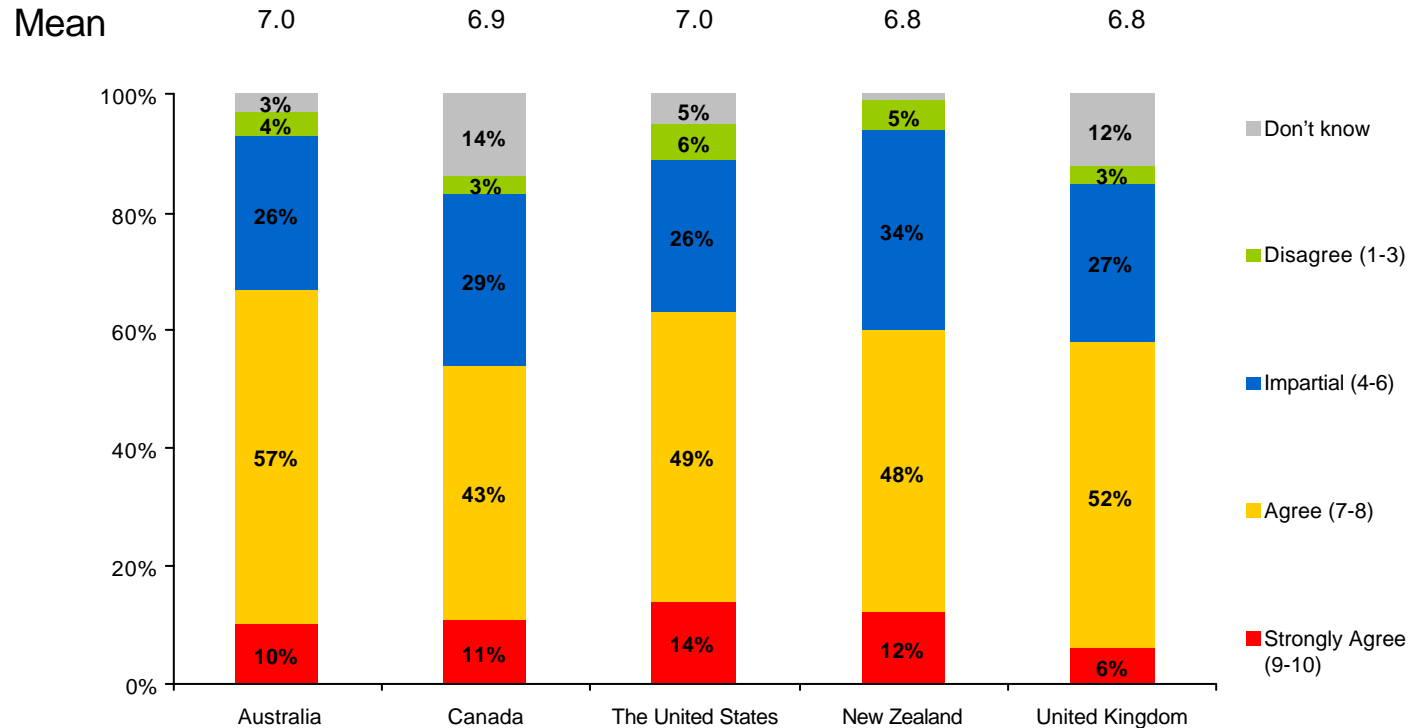
“For each country please rate on a scale of 1-10 (**where 1 is strongly disagree and 10 is strongly agree**) how much you agree with the statement that business people from the stated country are excellent business partners: Australia, Canada, the United States, New Zealand and the United Kingdom”



International Business Partners

Excellent business partners – Taiwan market

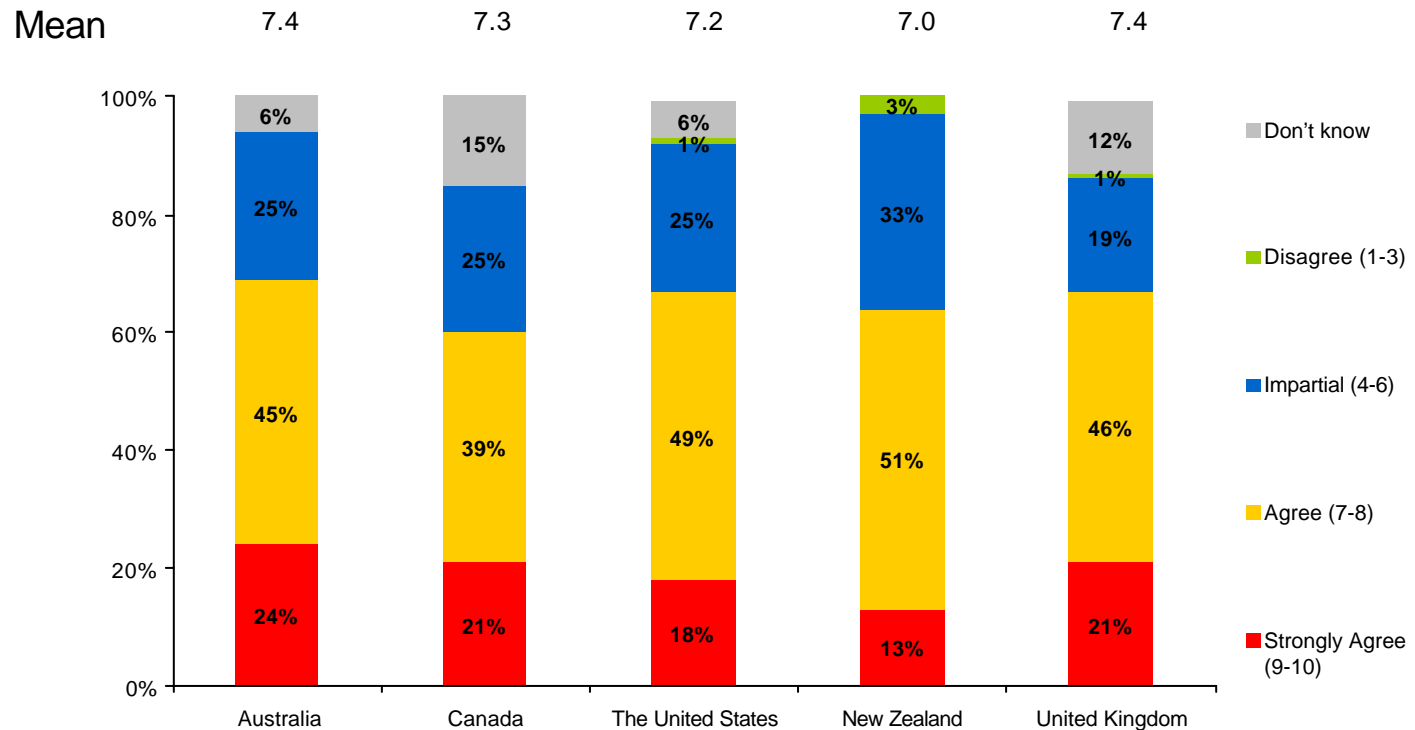
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International Business Partners

Excellent business partners – Hong Kong market

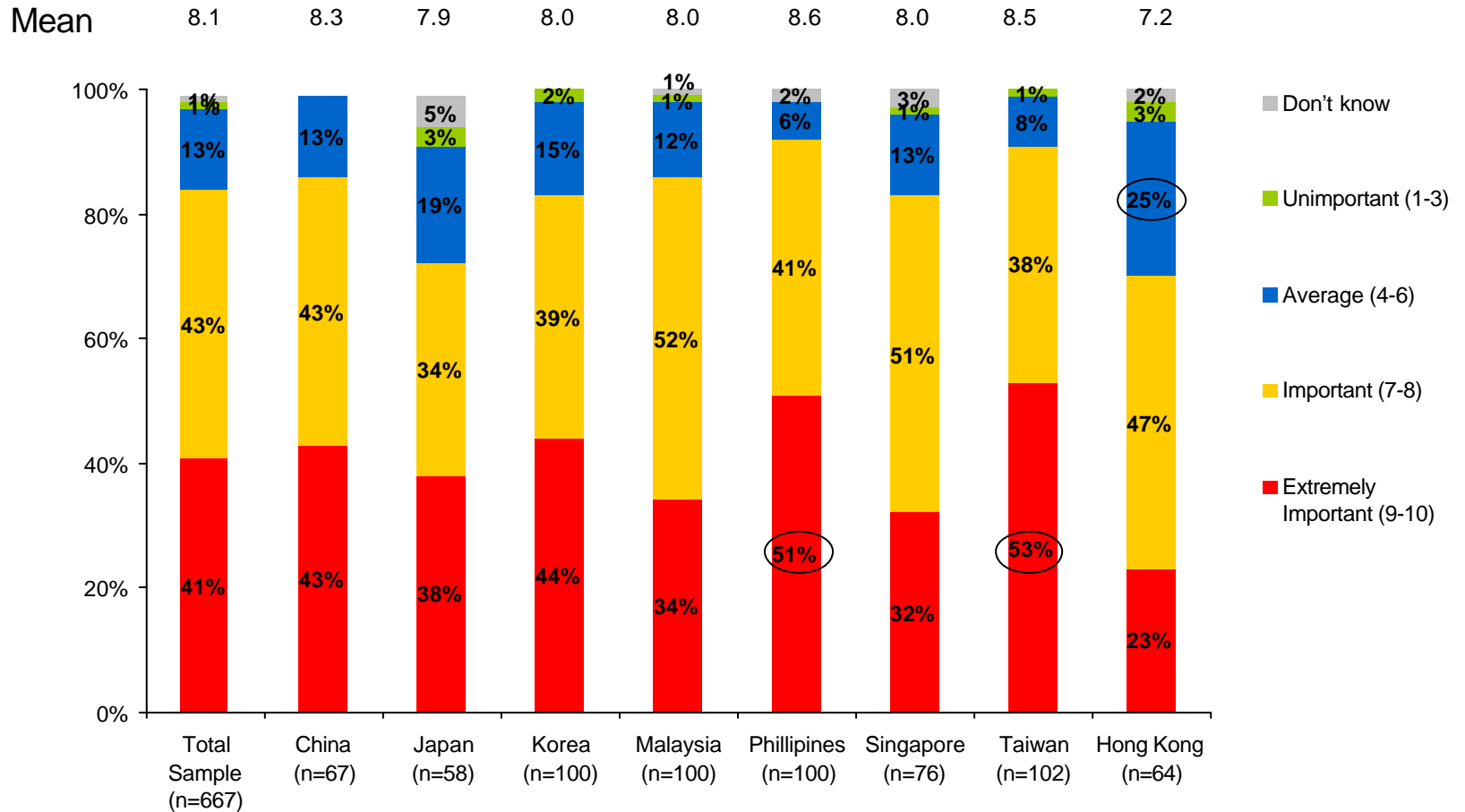
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Business Skills & Networks

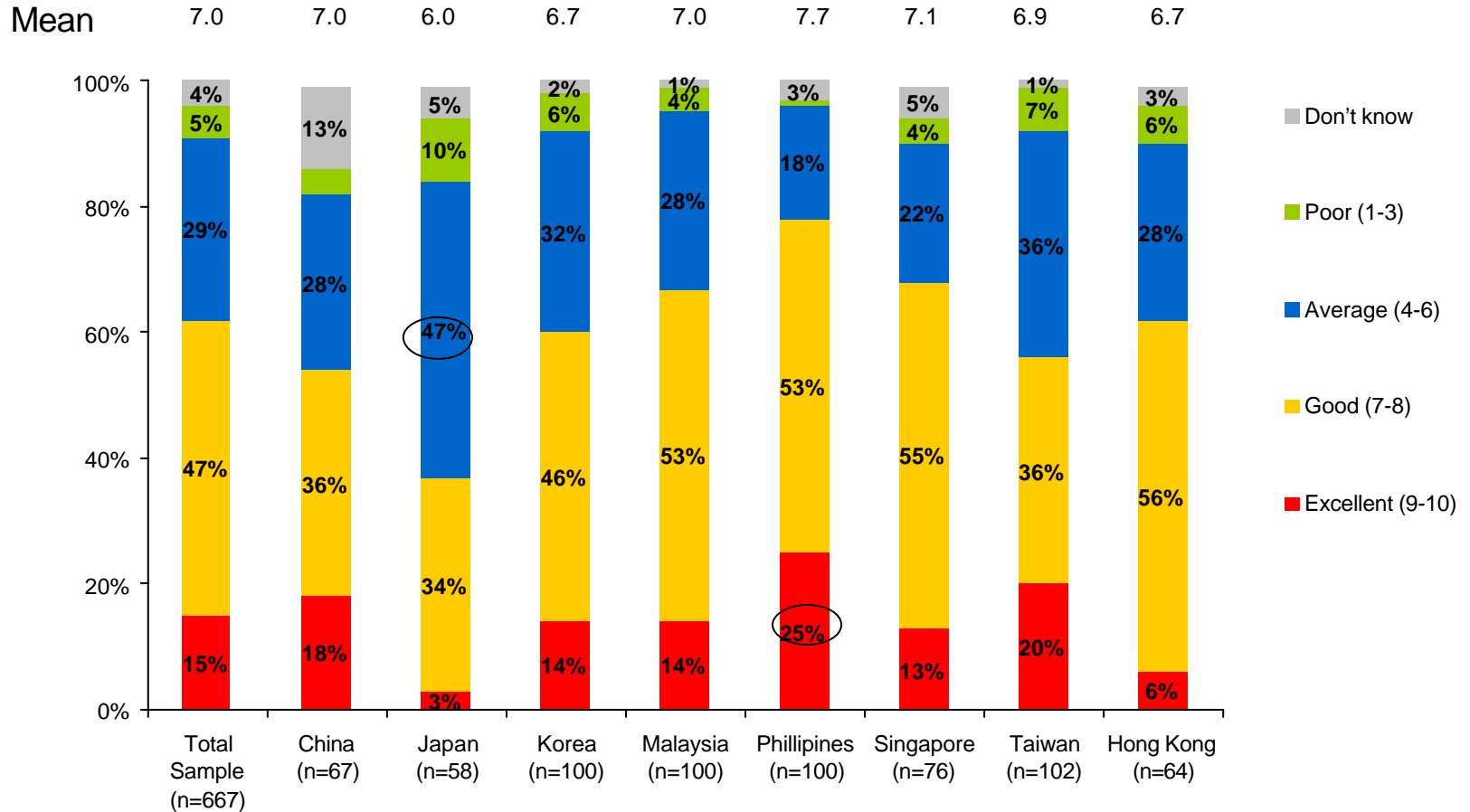
Importance of offering a relevant product or service

*“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: offers relevant products and services”*



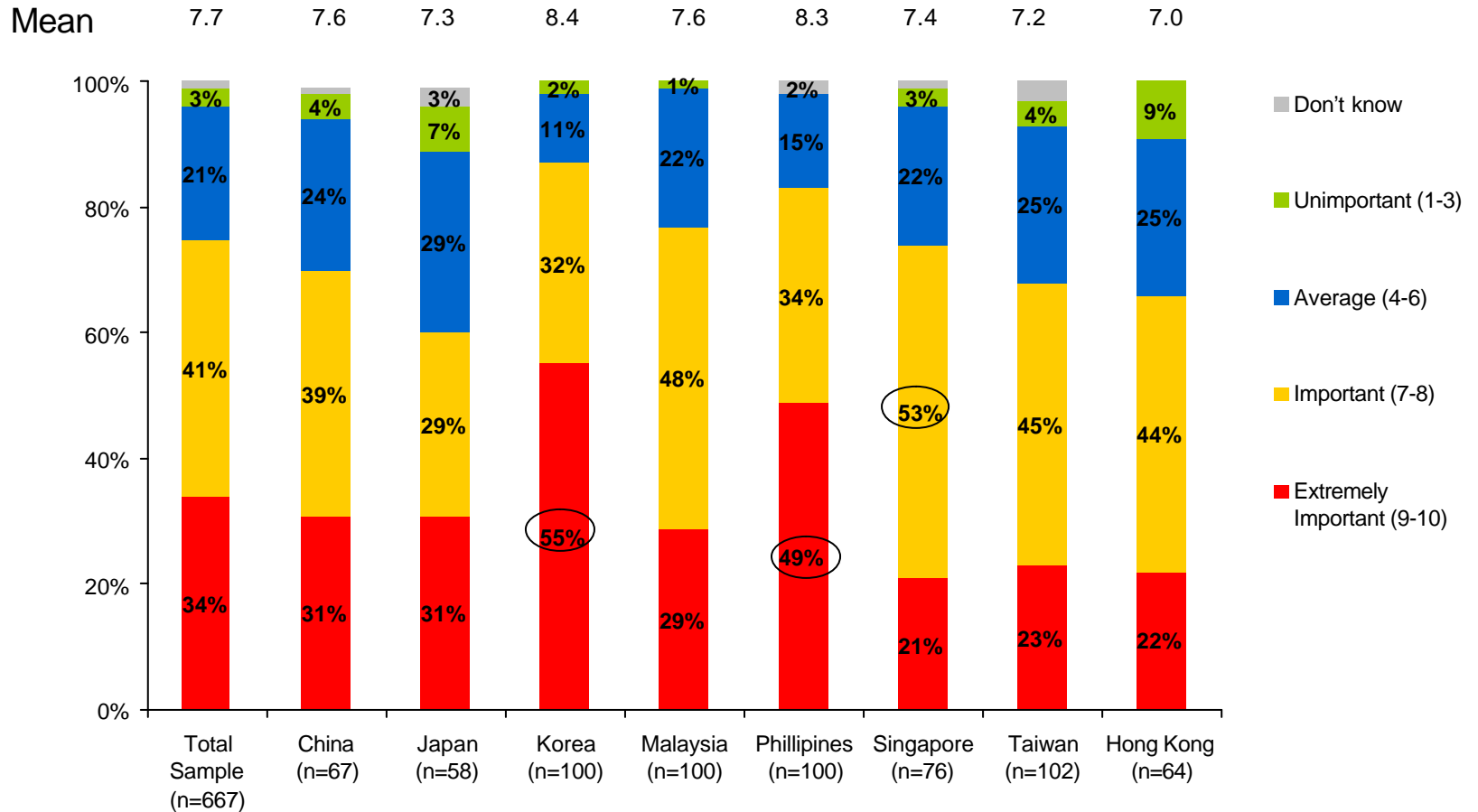
Performance of New Zealanders offering a relevant product or service

“Now on this scale, where **10 is excellent** and **1 is poor**, how would you rate New Zealand business people on these attributes: offers relevant products and services”



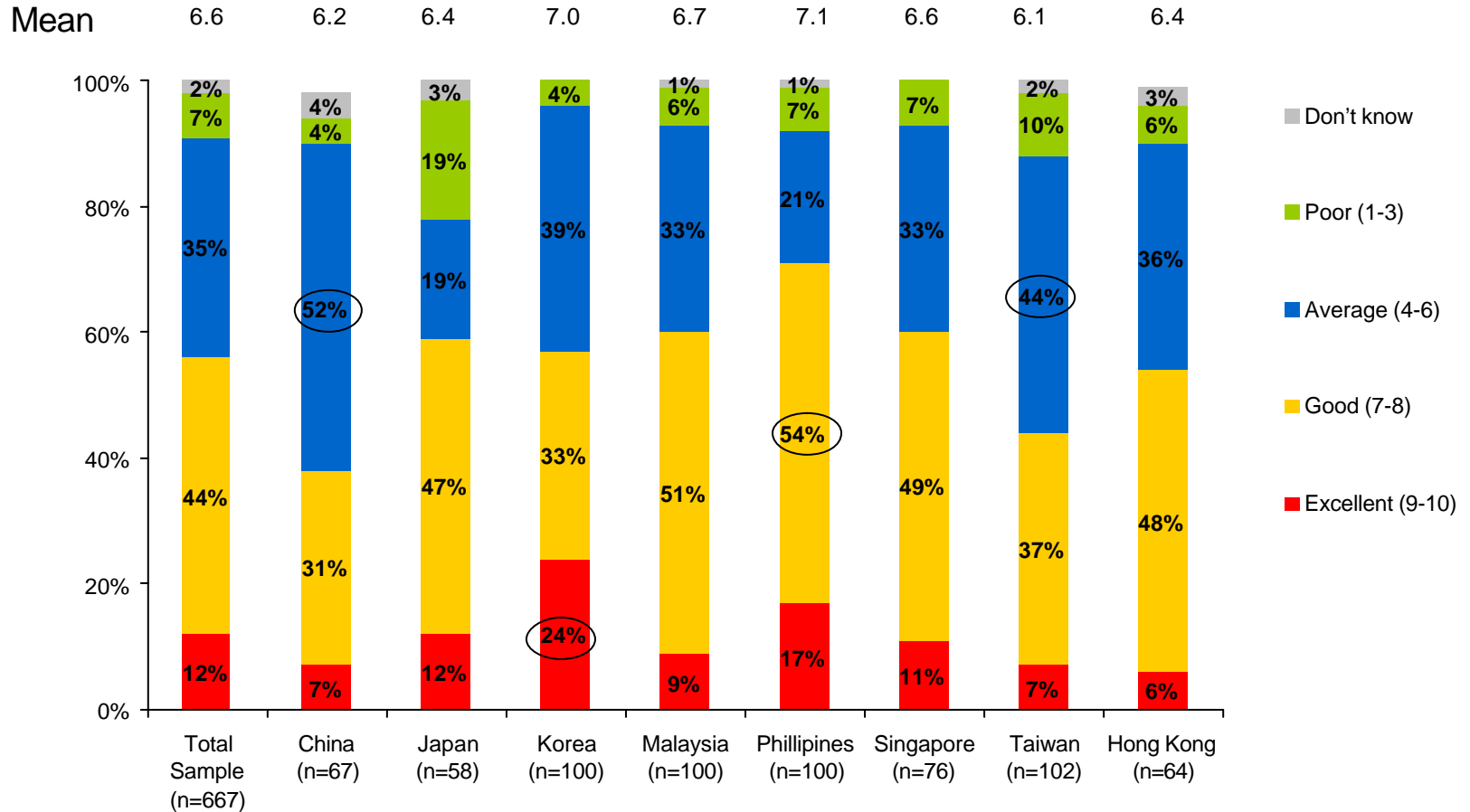
Importance of knowing about doing business in the Asian market

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: knows about doing business in my market”



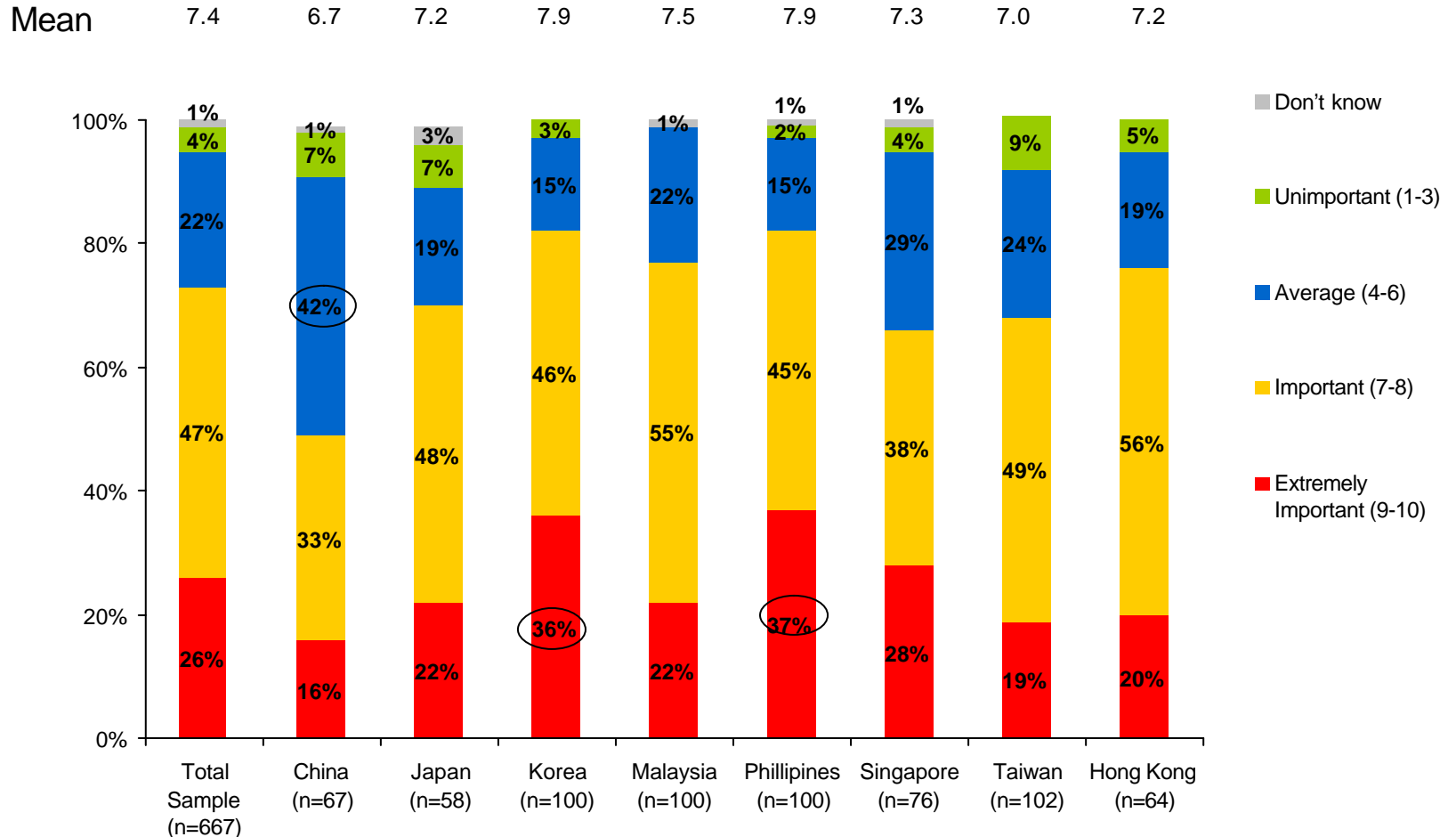
Performance of New Zealanders knowing about doing business in the Asian market

“Now on this scale, where **10 is excellent and 1 is poor**, how would you rate New Zealand business people on these attributes: knows about doing business in my market”



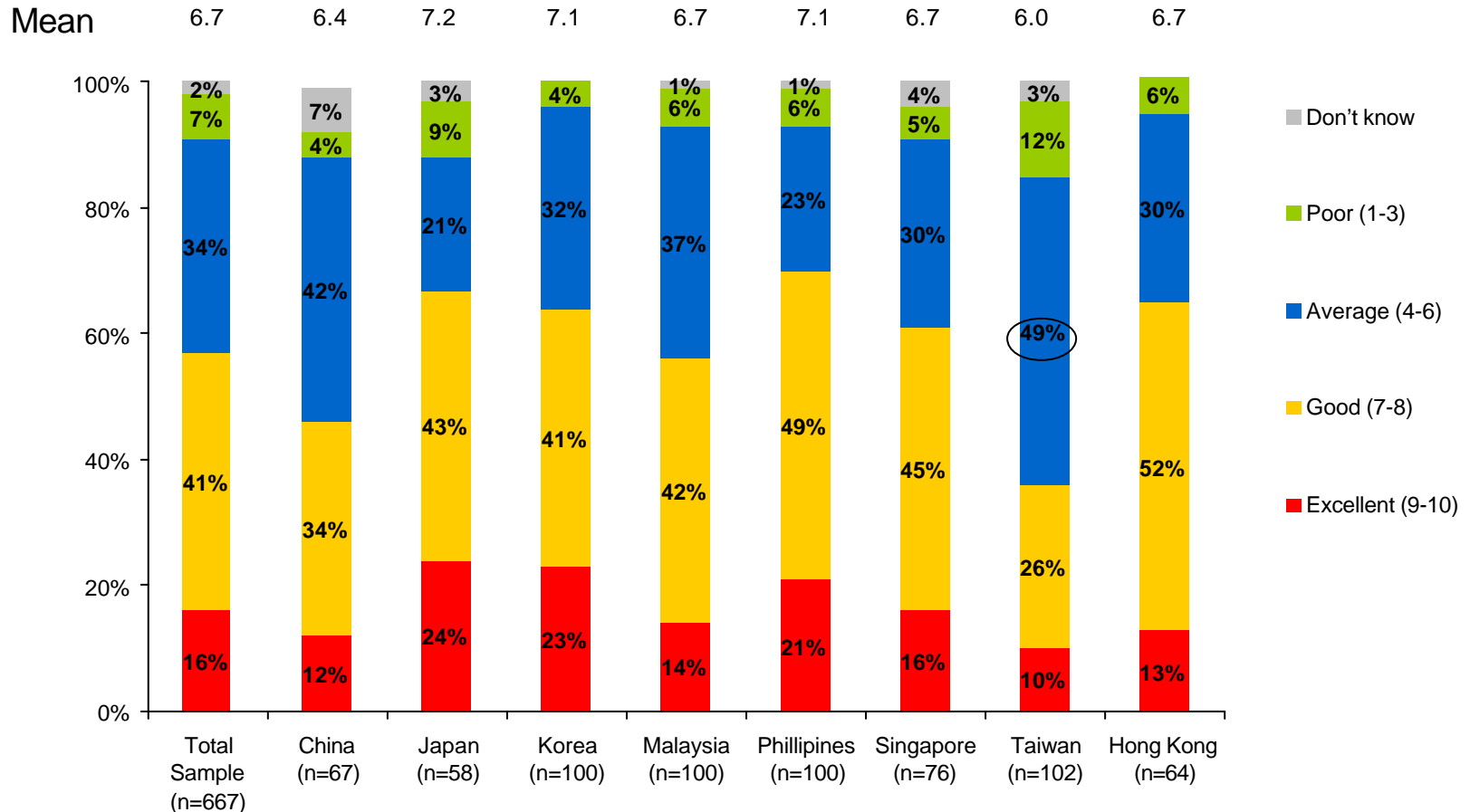
Importance of having experience doing business in the Asian market

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: has experience doing business in my market”



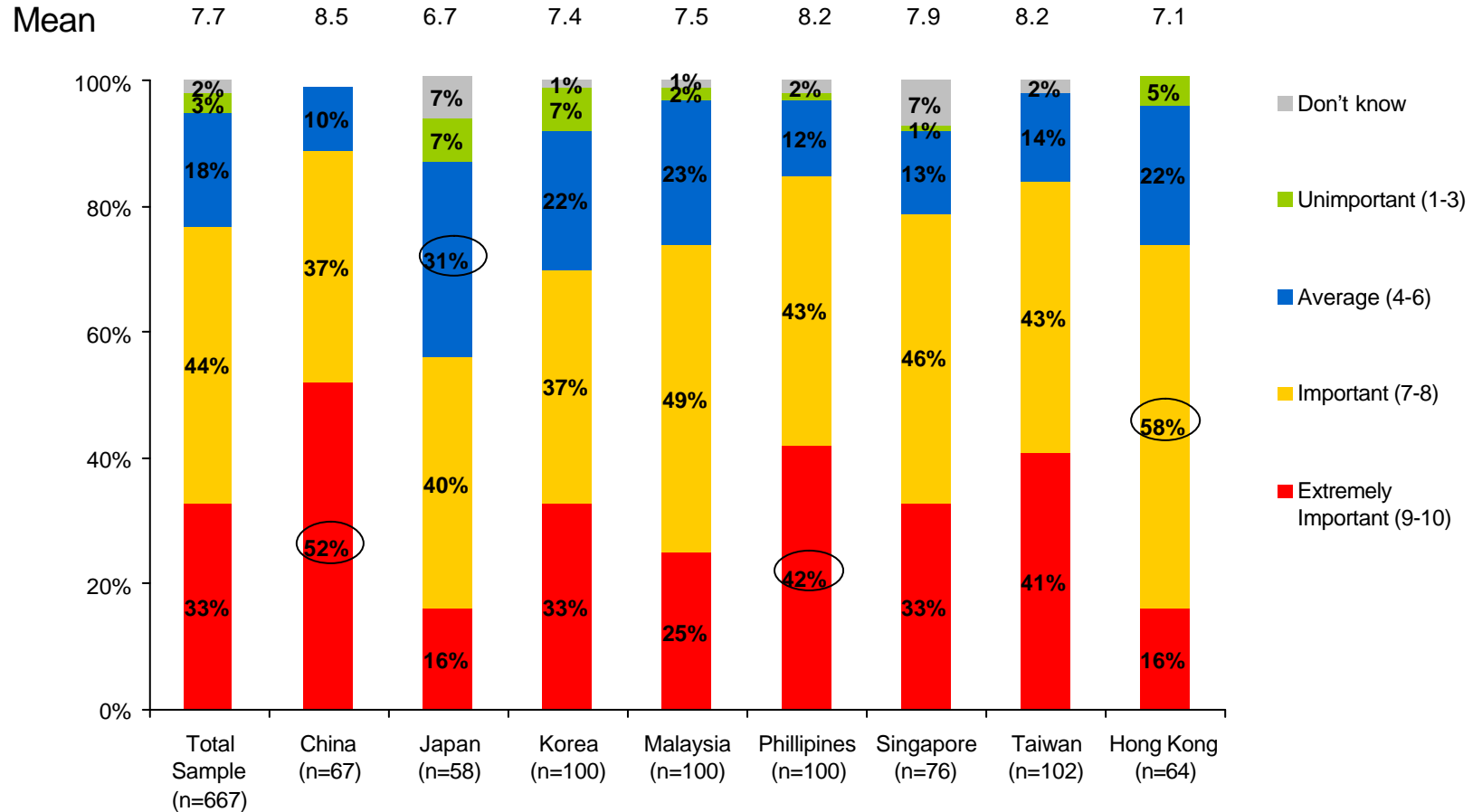
Performance of New Zealanders having experience doing business in the Asian market

“Now on this scale, where **10 is excellent** and **1 is poor**, how would you rate New Zealand business people on these attributes: *has experience doing business in my market*”



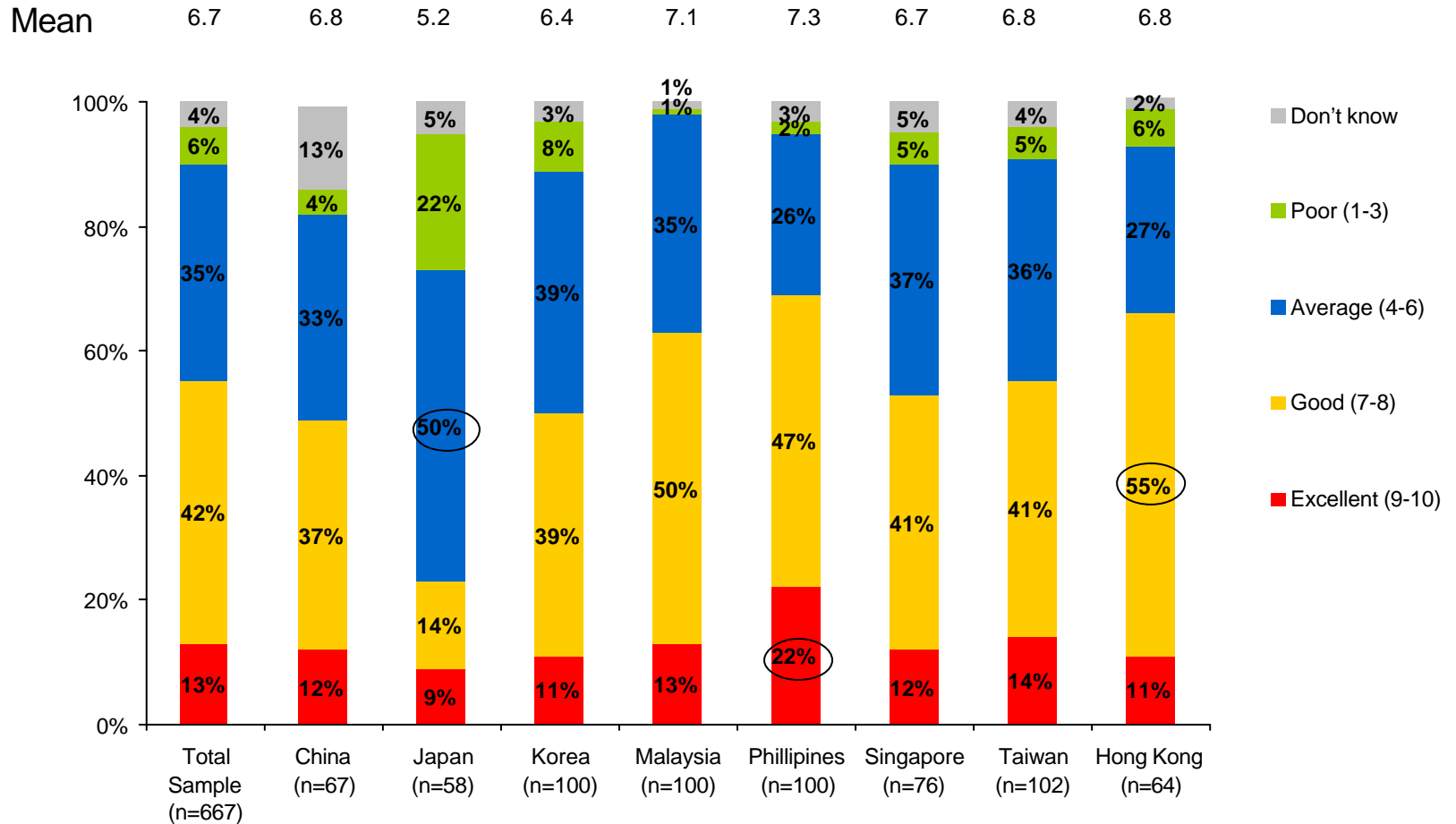
Importance of offering unique products or services

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: offers unique products or services”



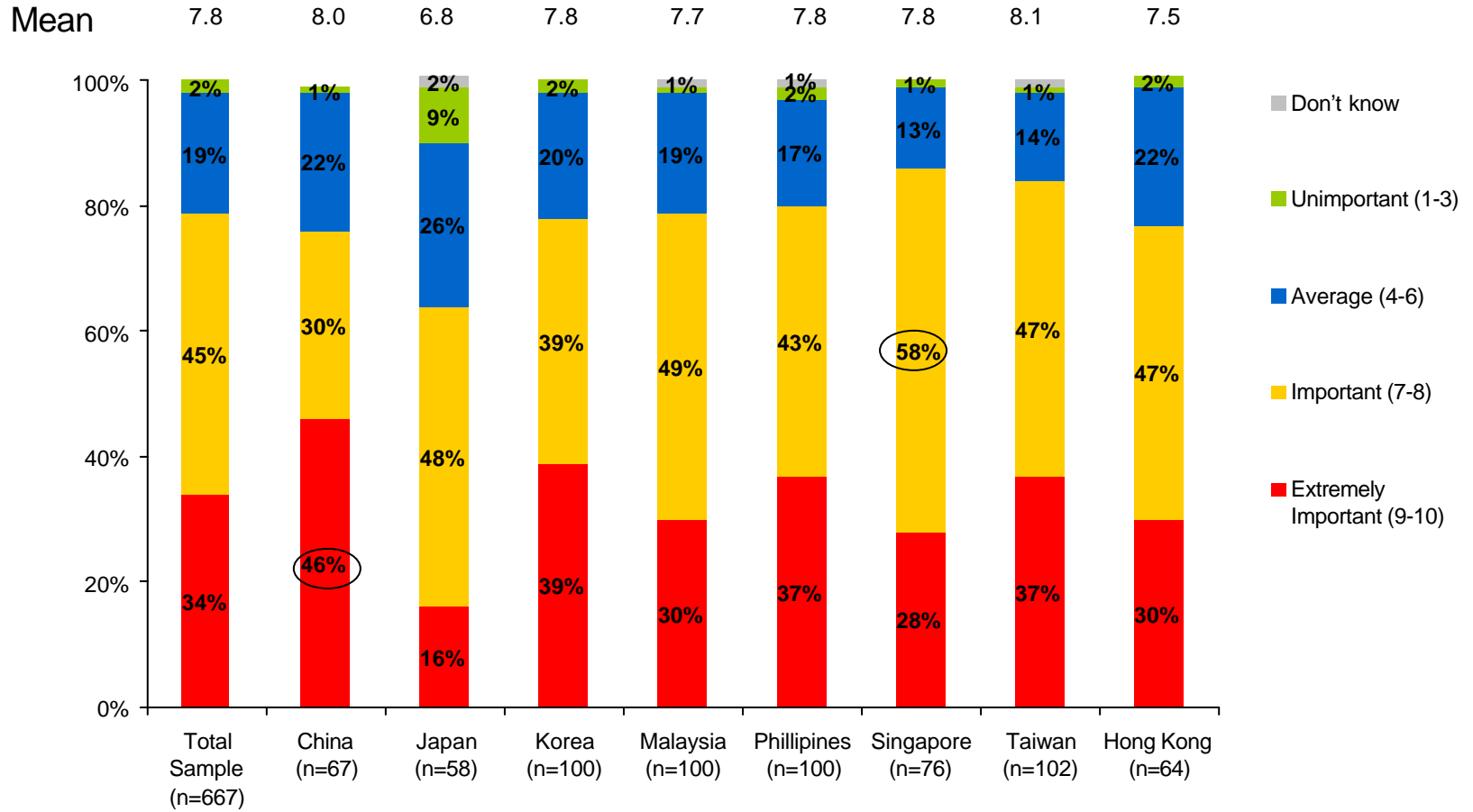
Performance of New Zealanders offering unique products or services

"Now on this scale, where **10 is excellent and 1 is poor**, how would you rate New Zealand business people on these attributes: offers unique products or services"



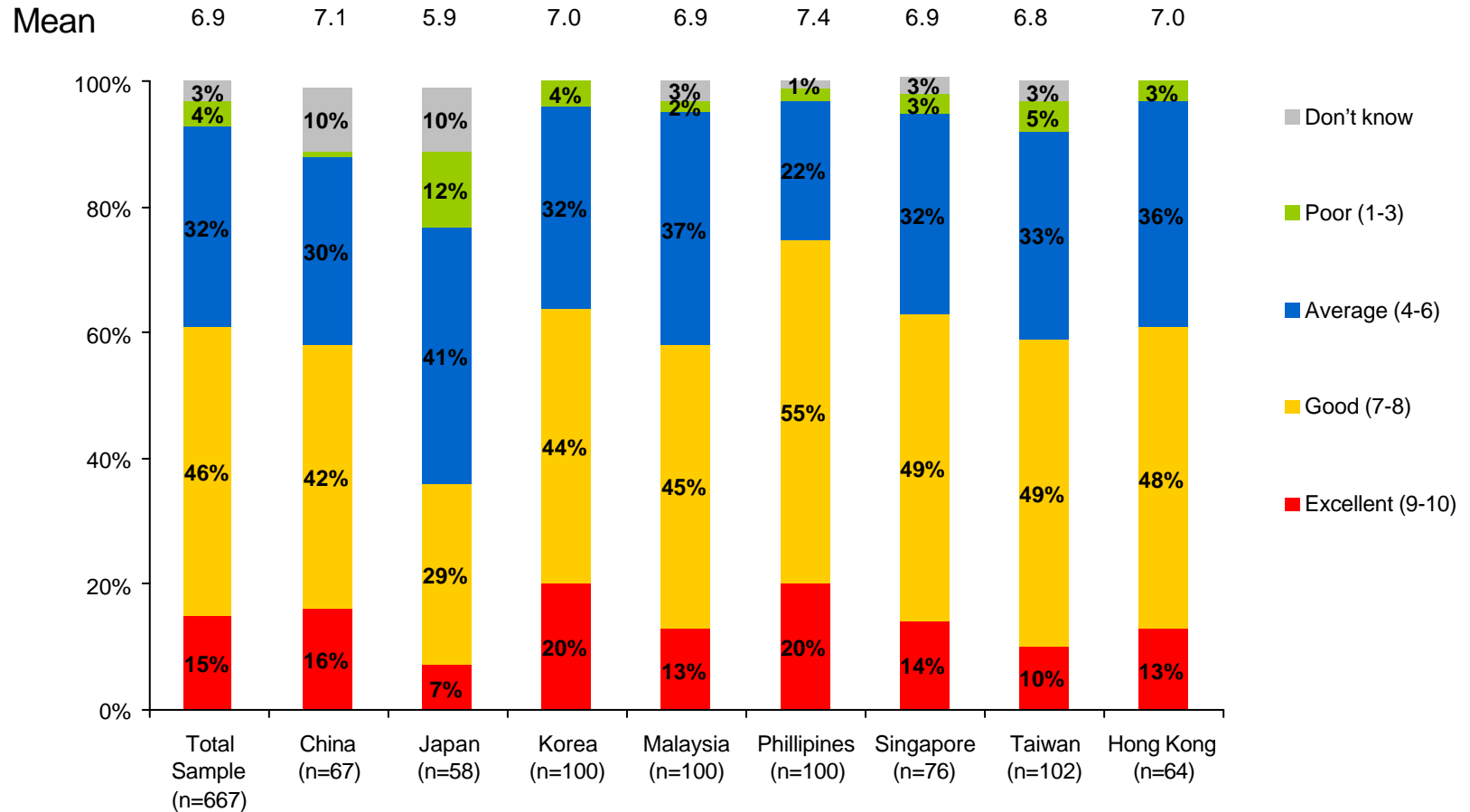
Importance of being well connected in the business world

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is well connected in the business world”



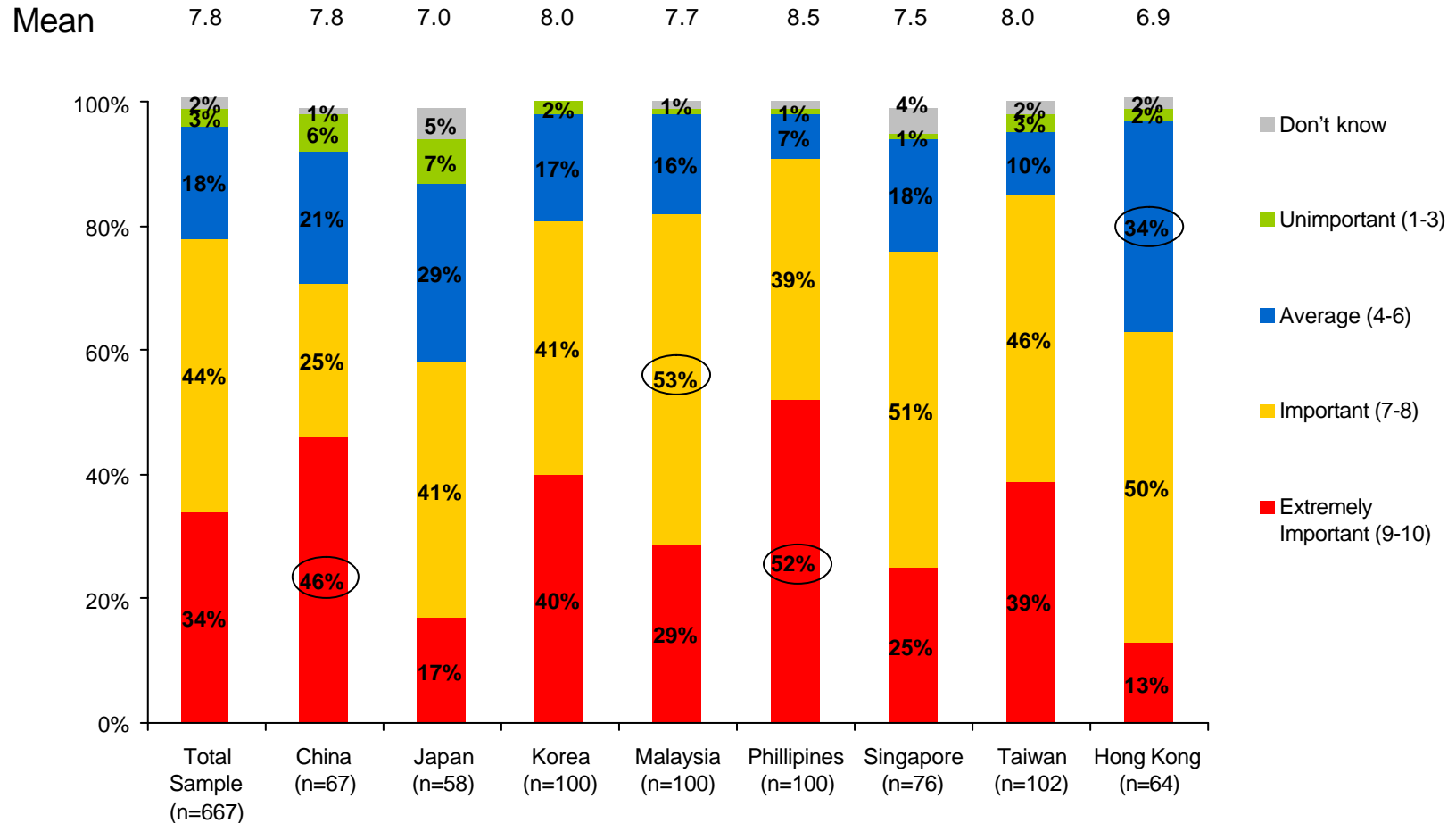
Performance of New Zealanders being well connected in the business world

“Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: is well connected in the business world”



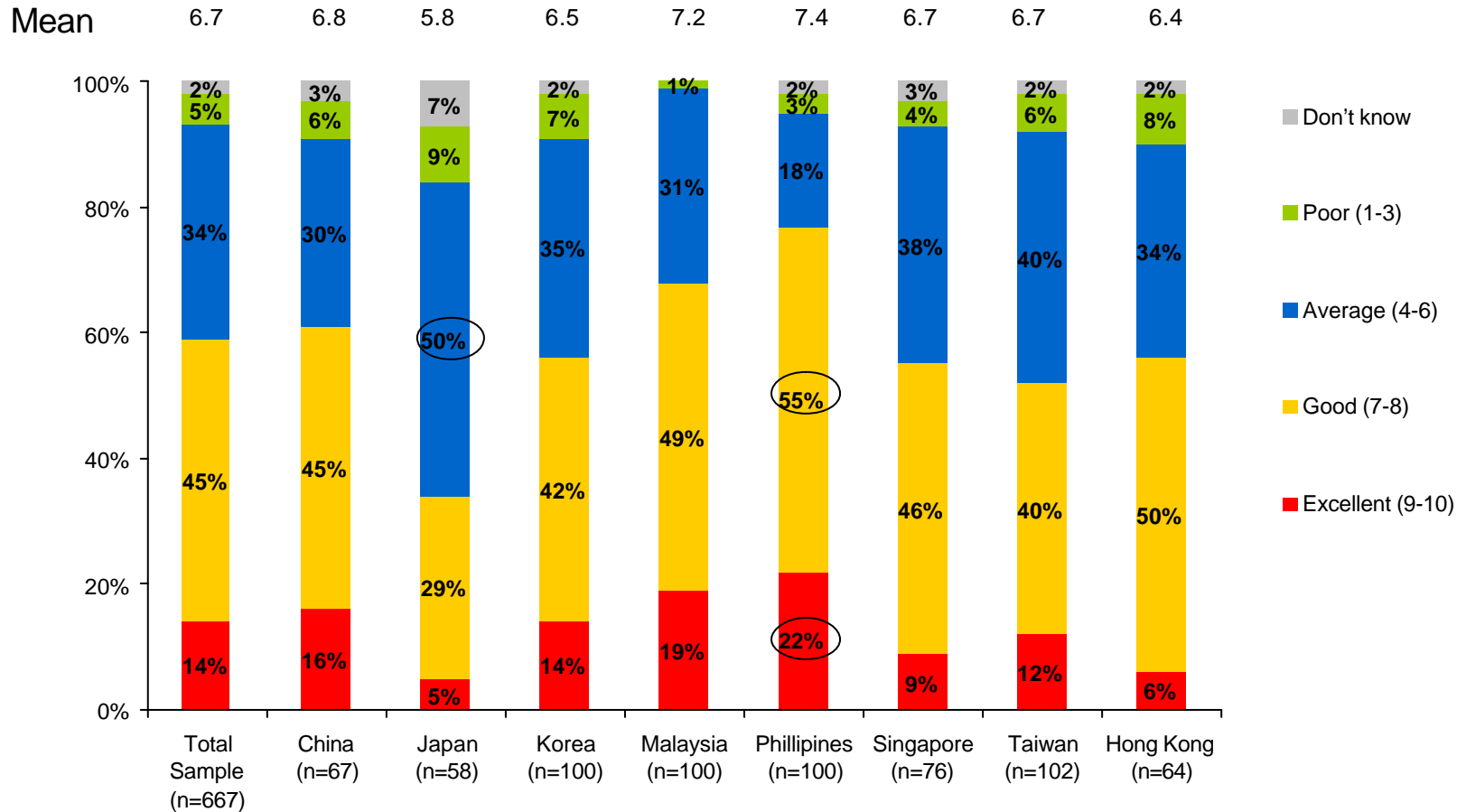
Importance of strategically planning for the market

"Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: strategically plans for the market"



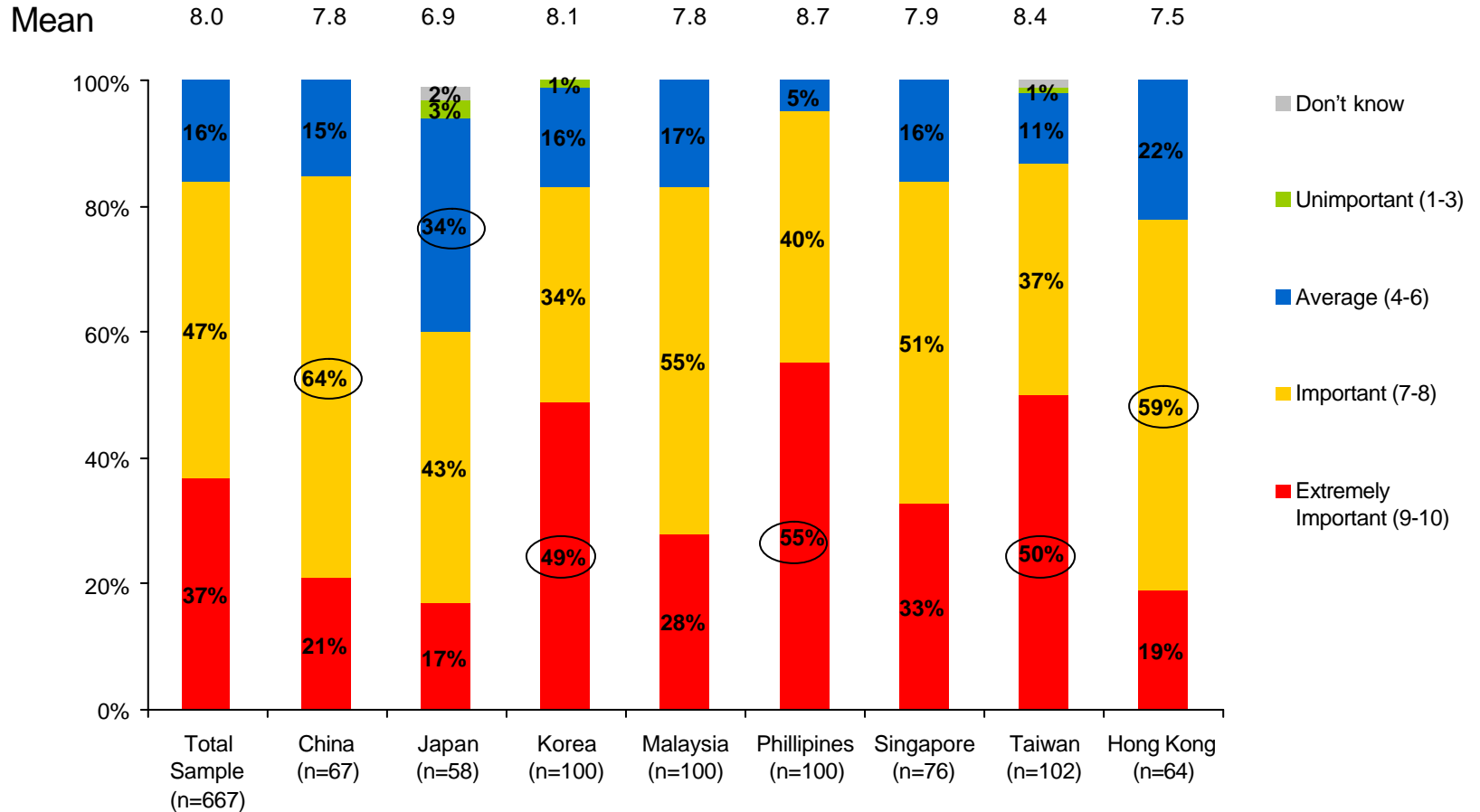
Performance of New Zealanders strategically planning for the market

“Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: strategically plans for the market”



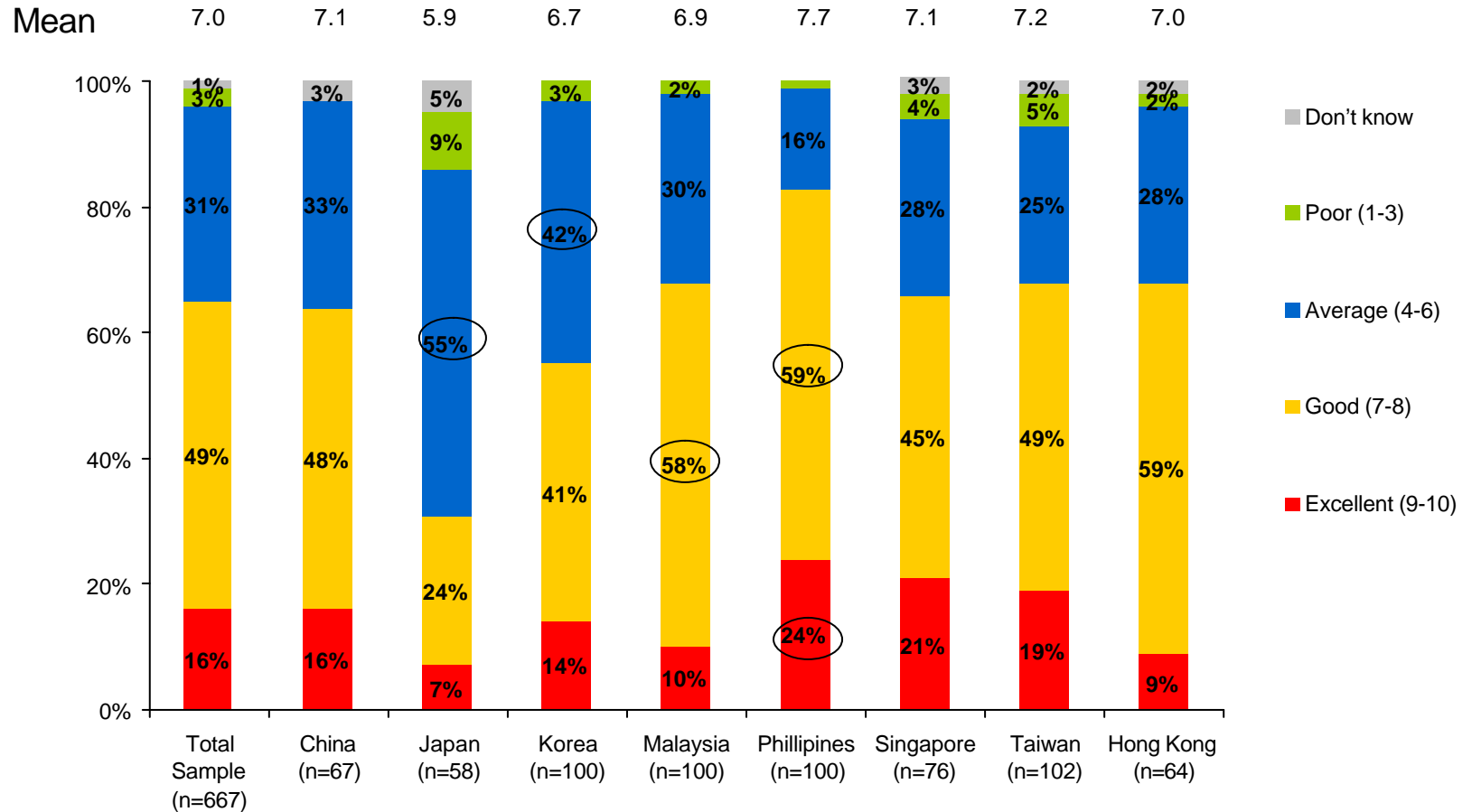
Importance of negotiating effectively

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: negotiates effectively”



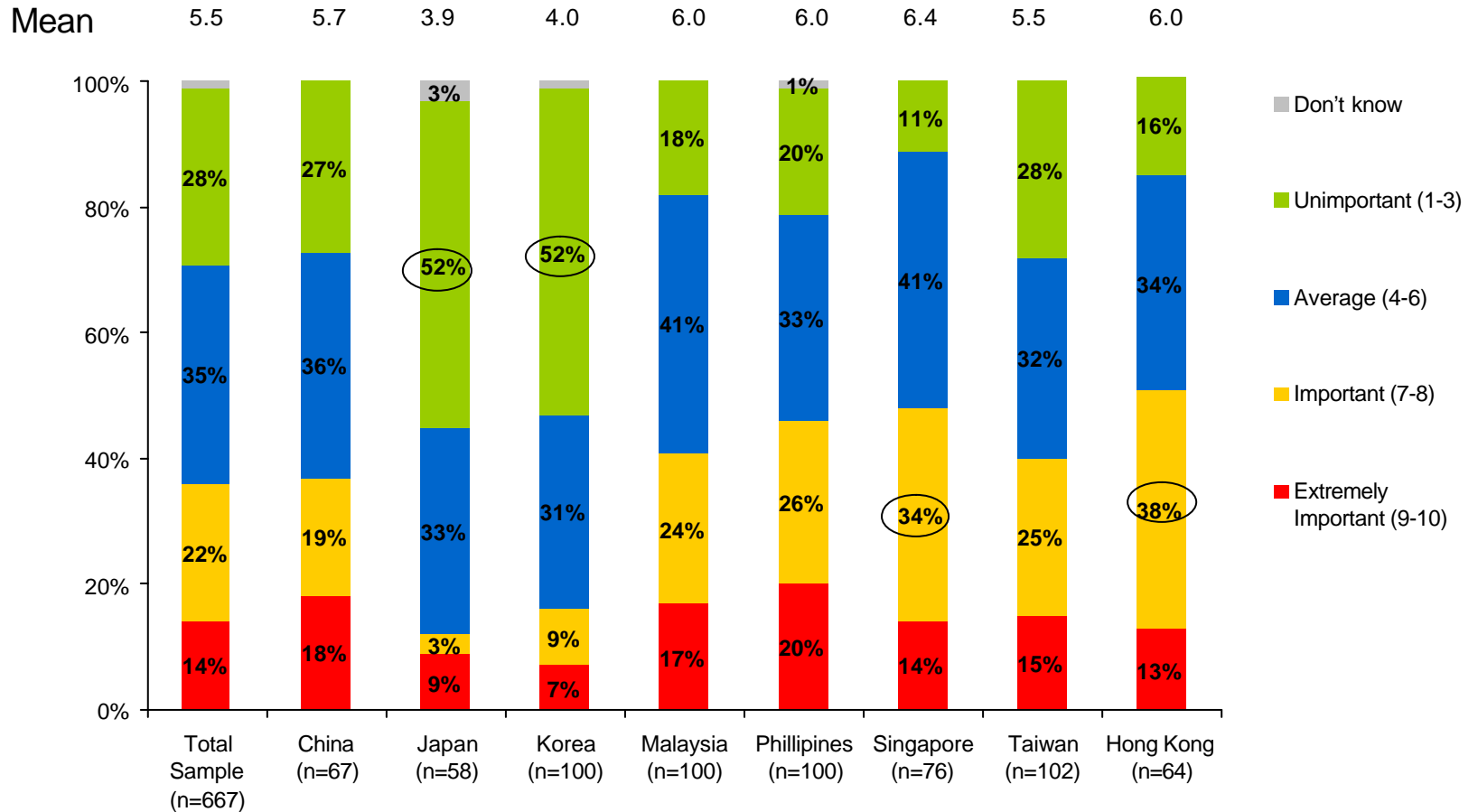
Performance of New Zealanders negotiating effectively

"Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: negotiates effectively"



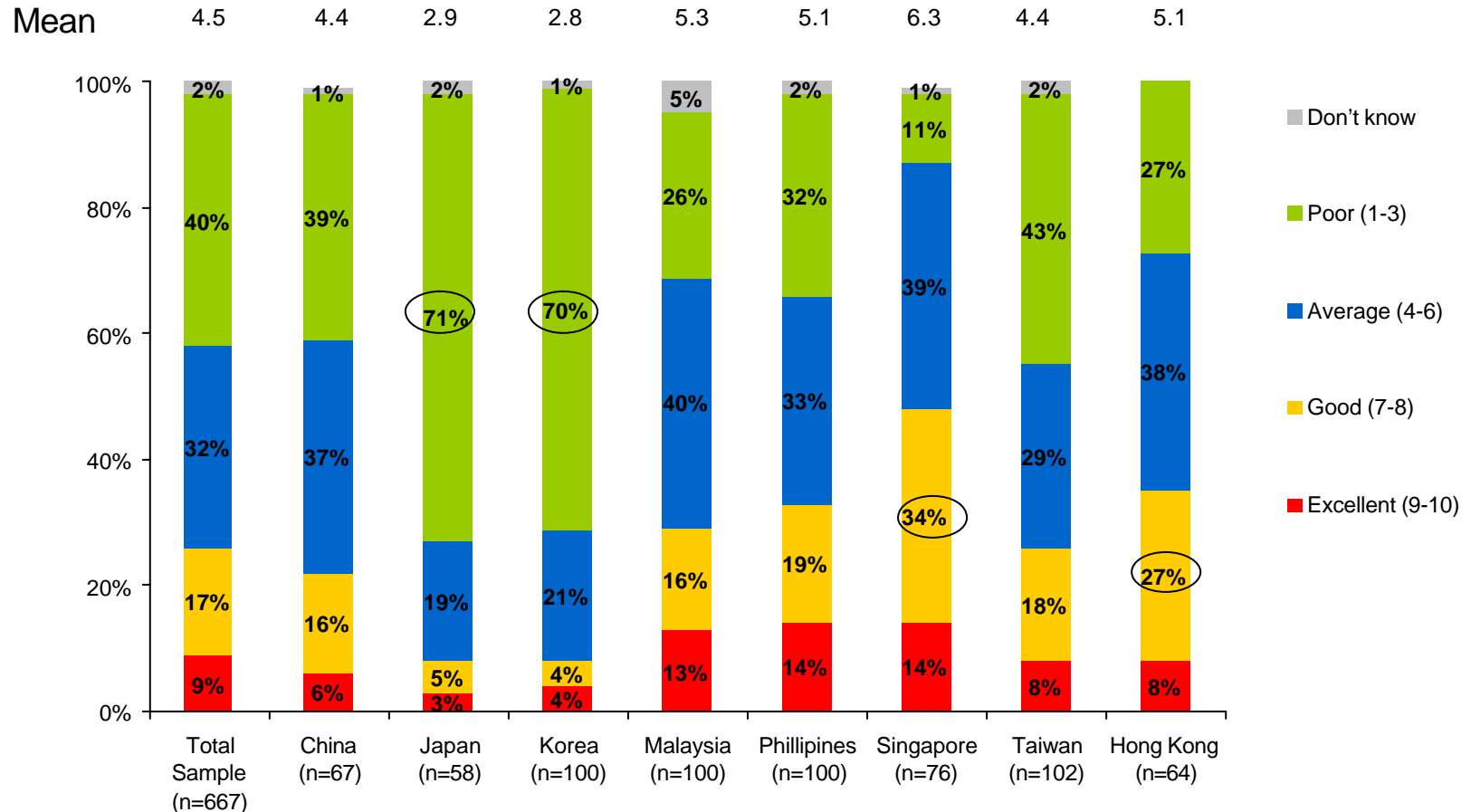
Importance of speaking the local Asian language

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: speaks the local language”



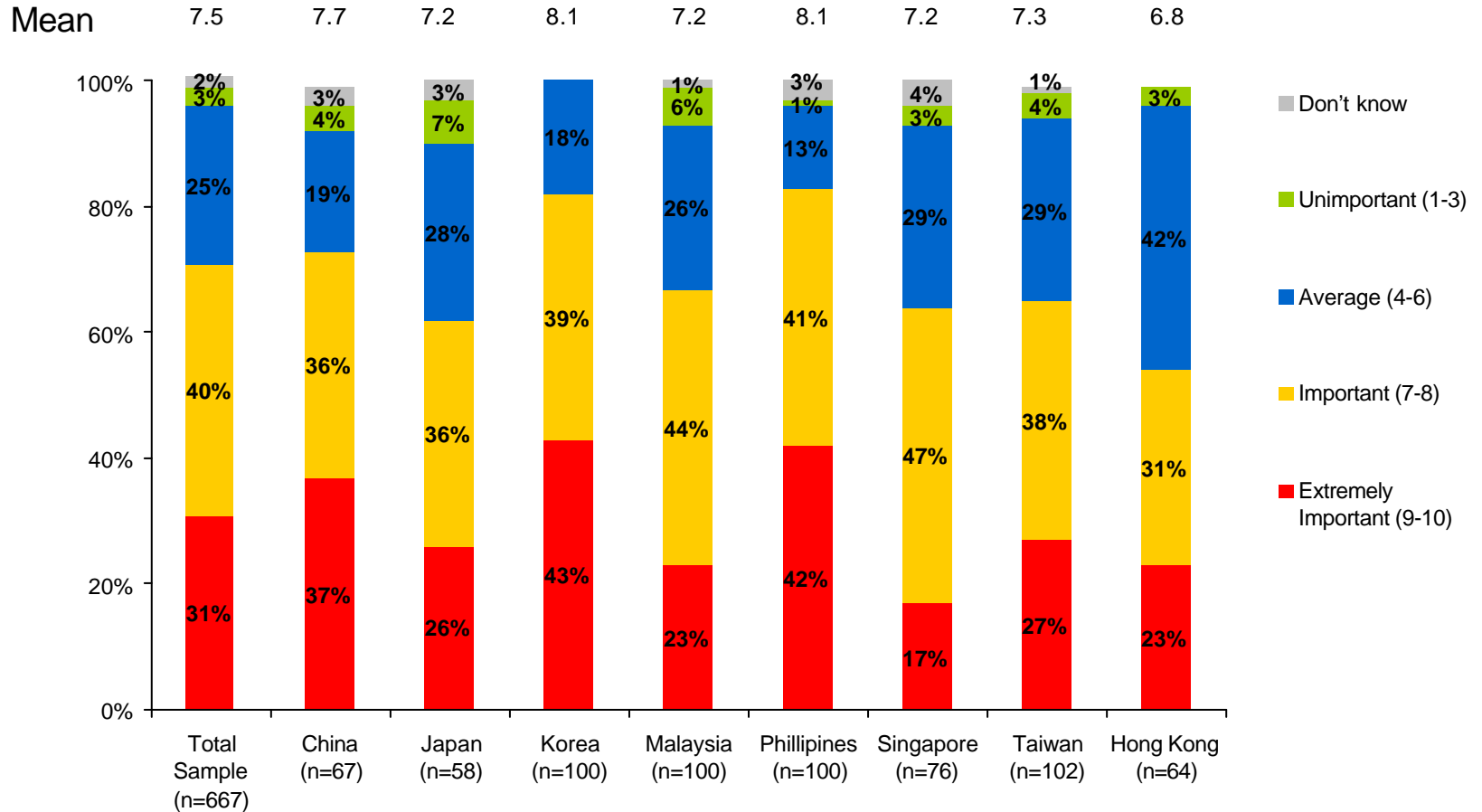
Performance of New Zealanders speaking the local Asian language

“Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: speaks the local language”



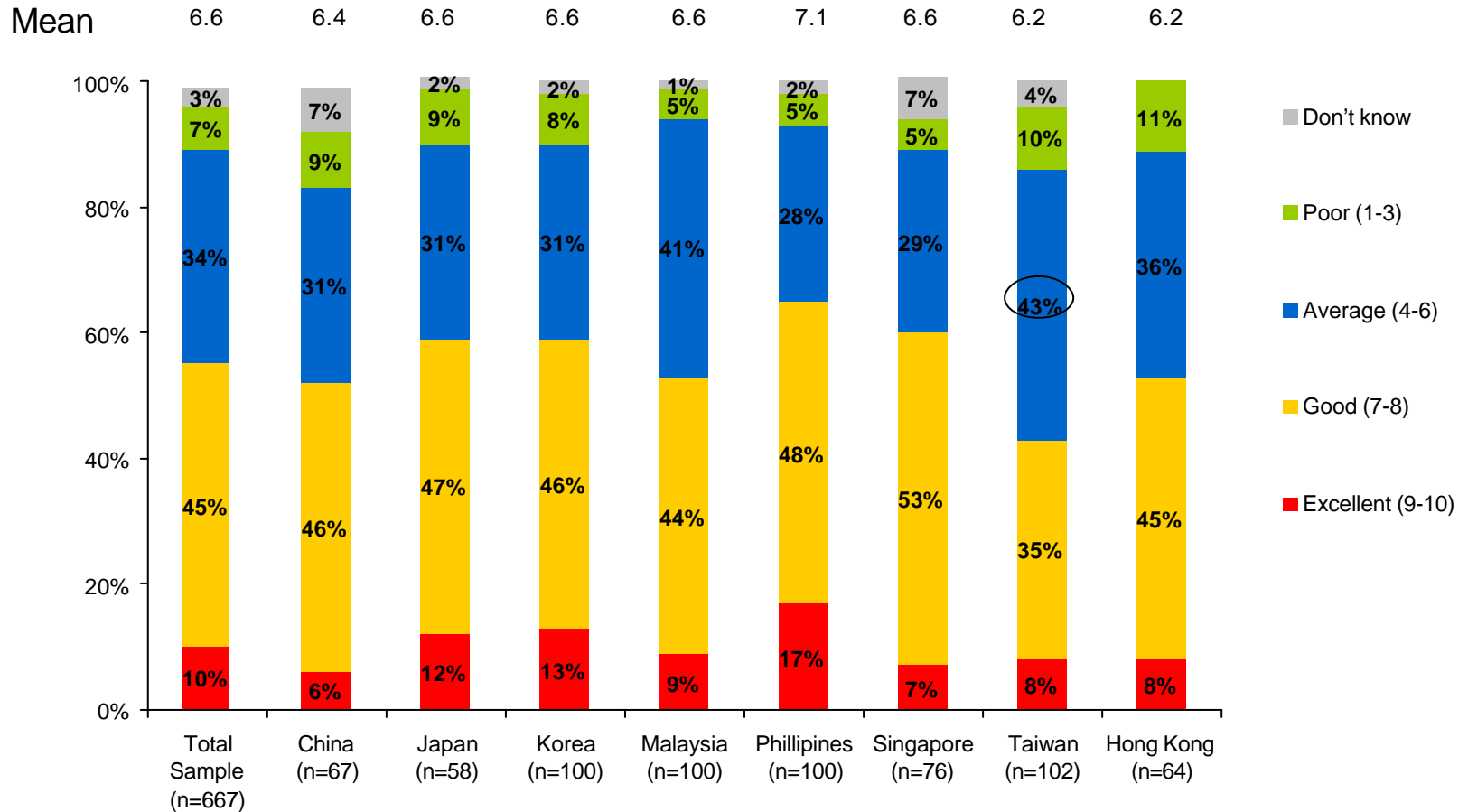
Importance of researching the Asian market

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: *researches my market*”



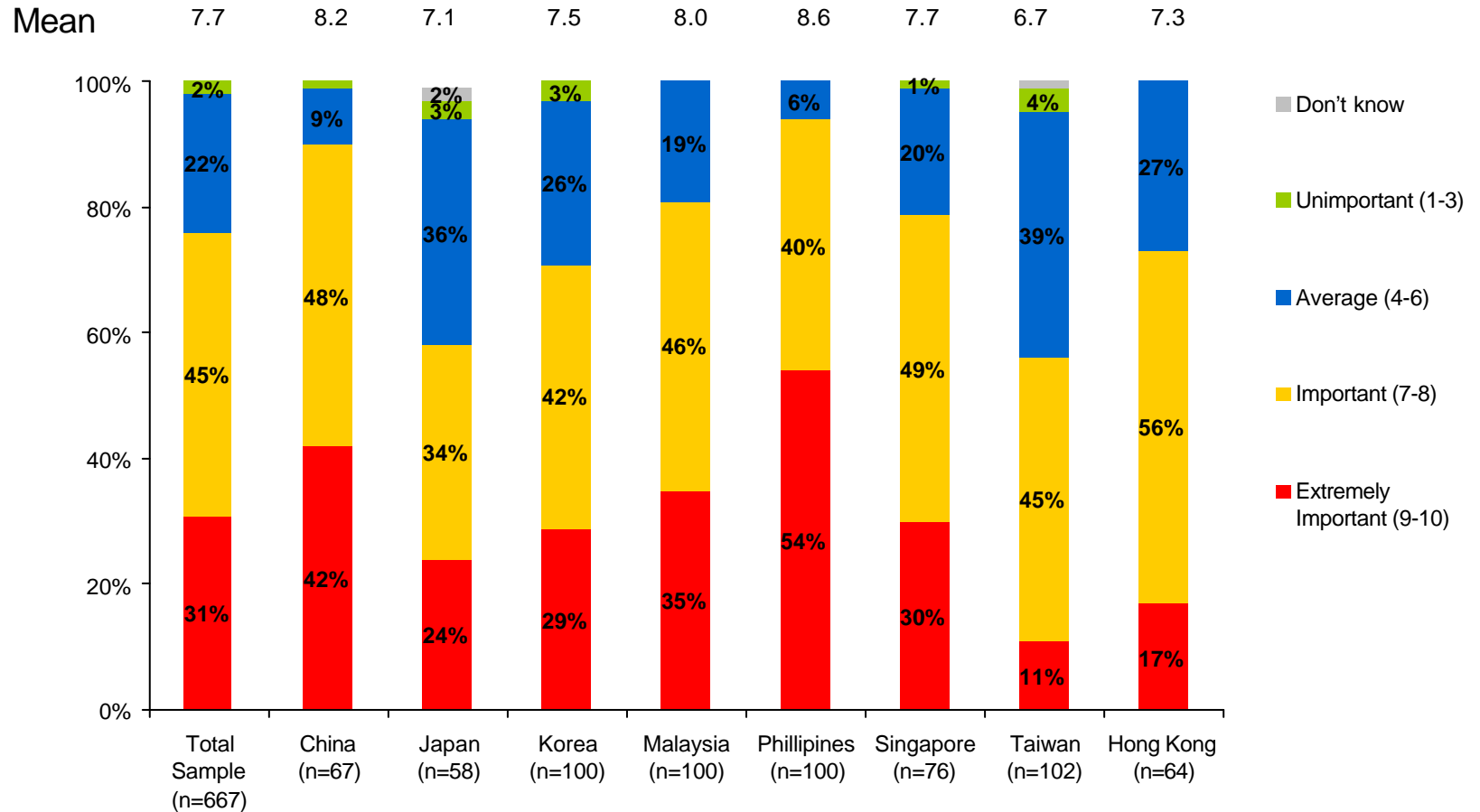
Performance of New Zealanders researching the Asian market

“Now on this scale, where **10 is excellent and 1 is poor**, how would you rate New Zealand business people on these attributes: *researches my market*”



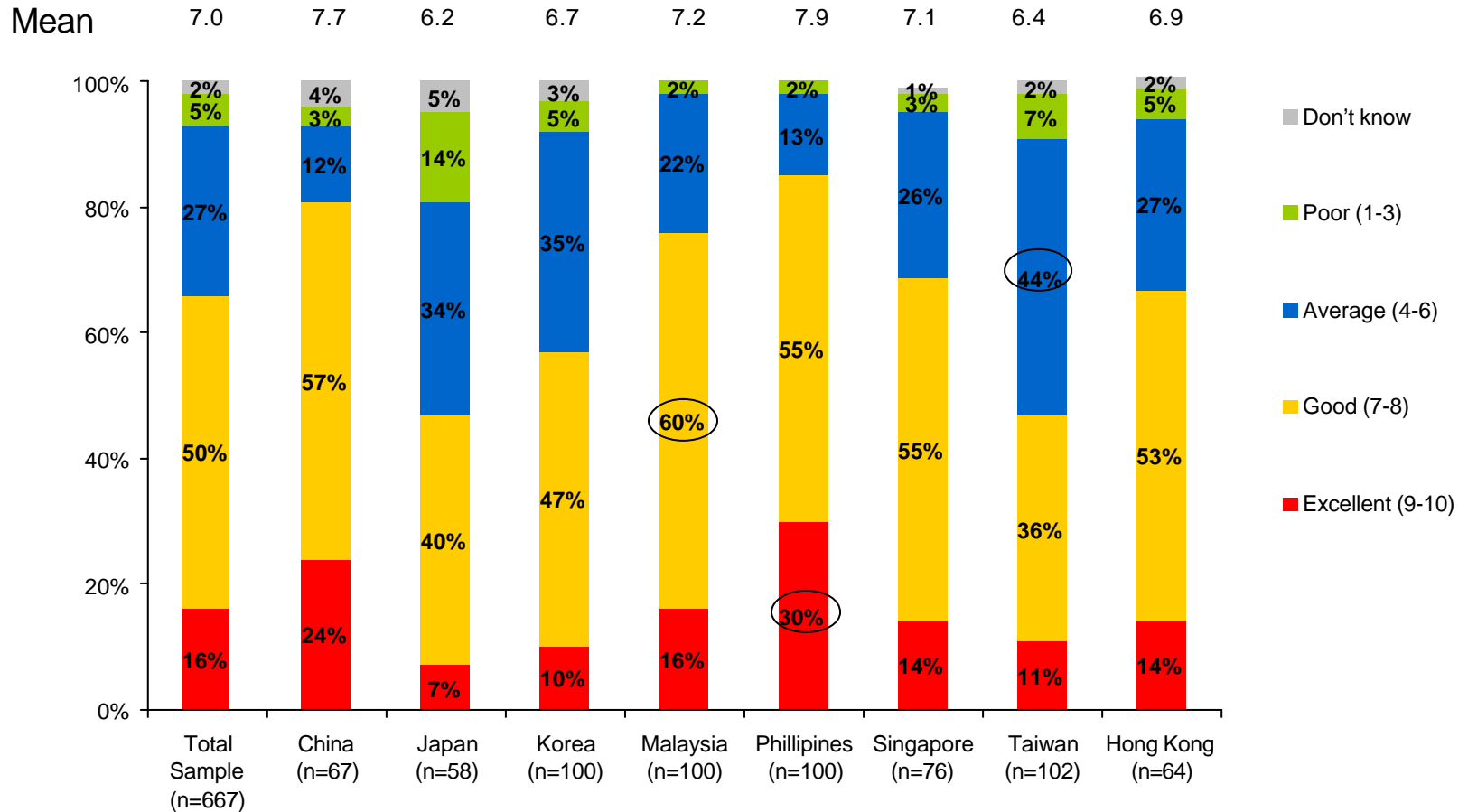
Importance of having good business skills

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: has good business skills”



Performance of New Zealanders having good business skills

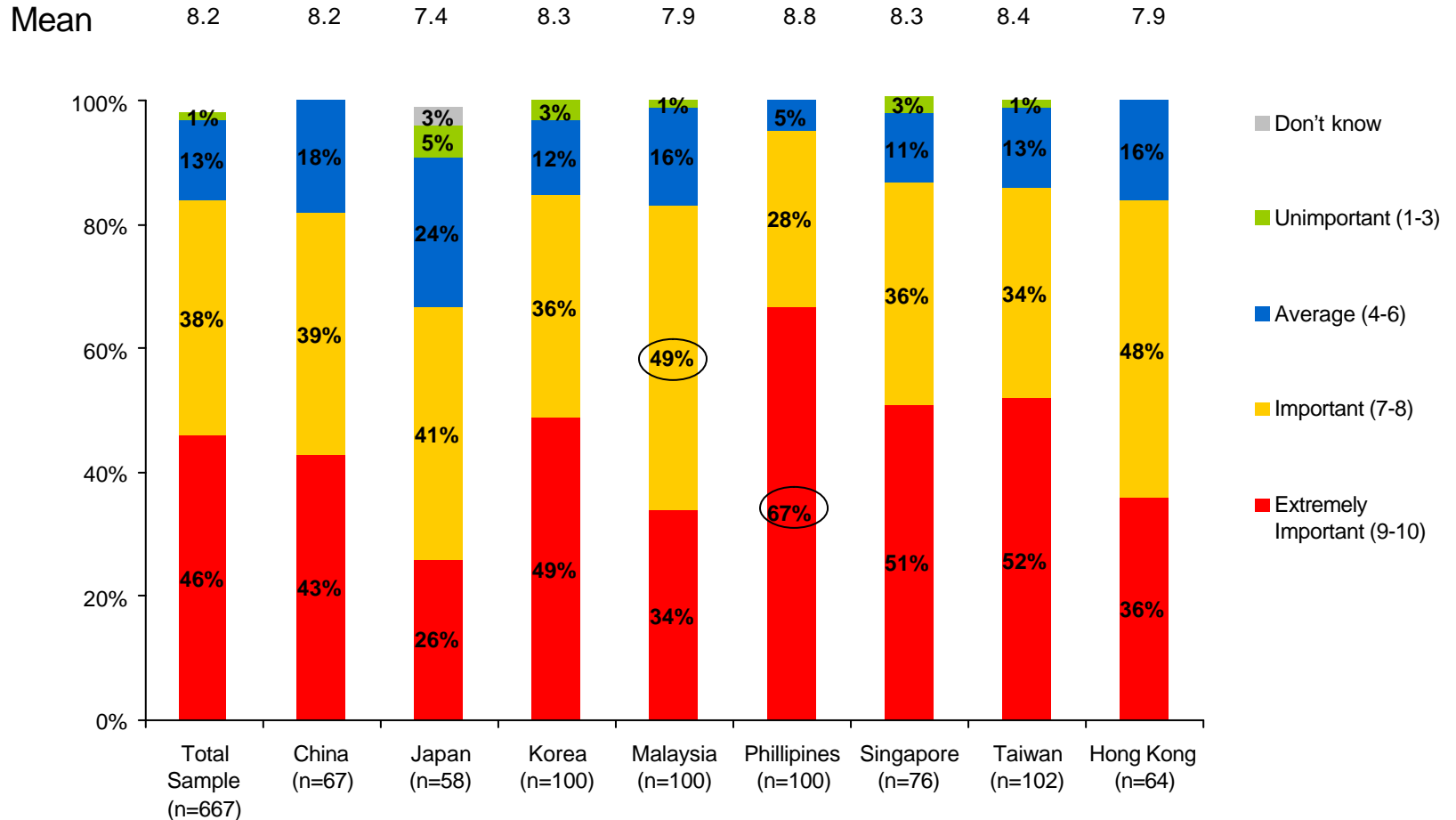
“Now on this scale, where **10 is excellent** and **1 is poor**, how would you rate New Zealand business people on these attributes: has good business skills”



Attitudes & Characteristics

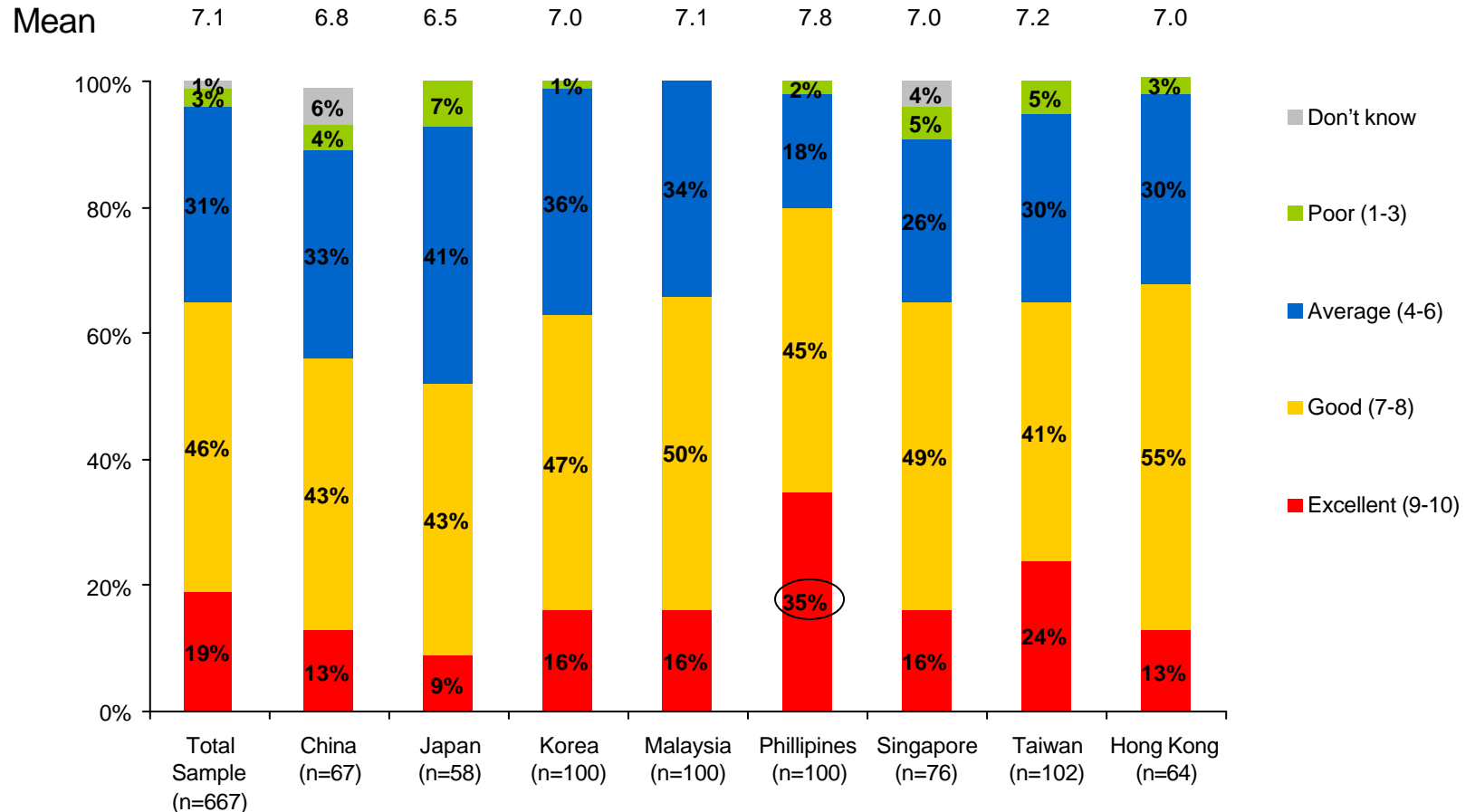
Importance of being responsive to needs

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is responsive to my needs”



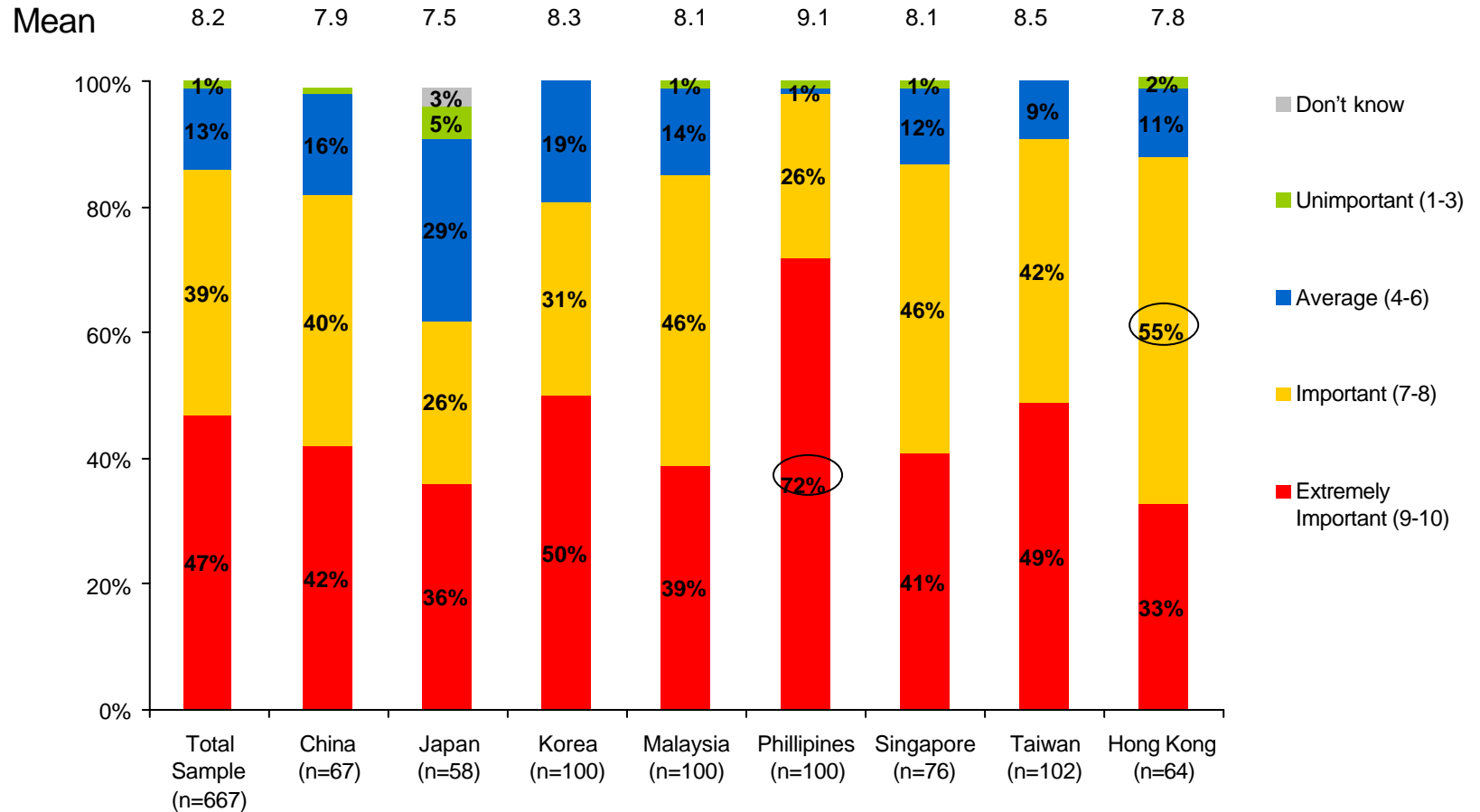
Performance of New Zealanders being responsive to needs

“Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: is responsive to my needs”



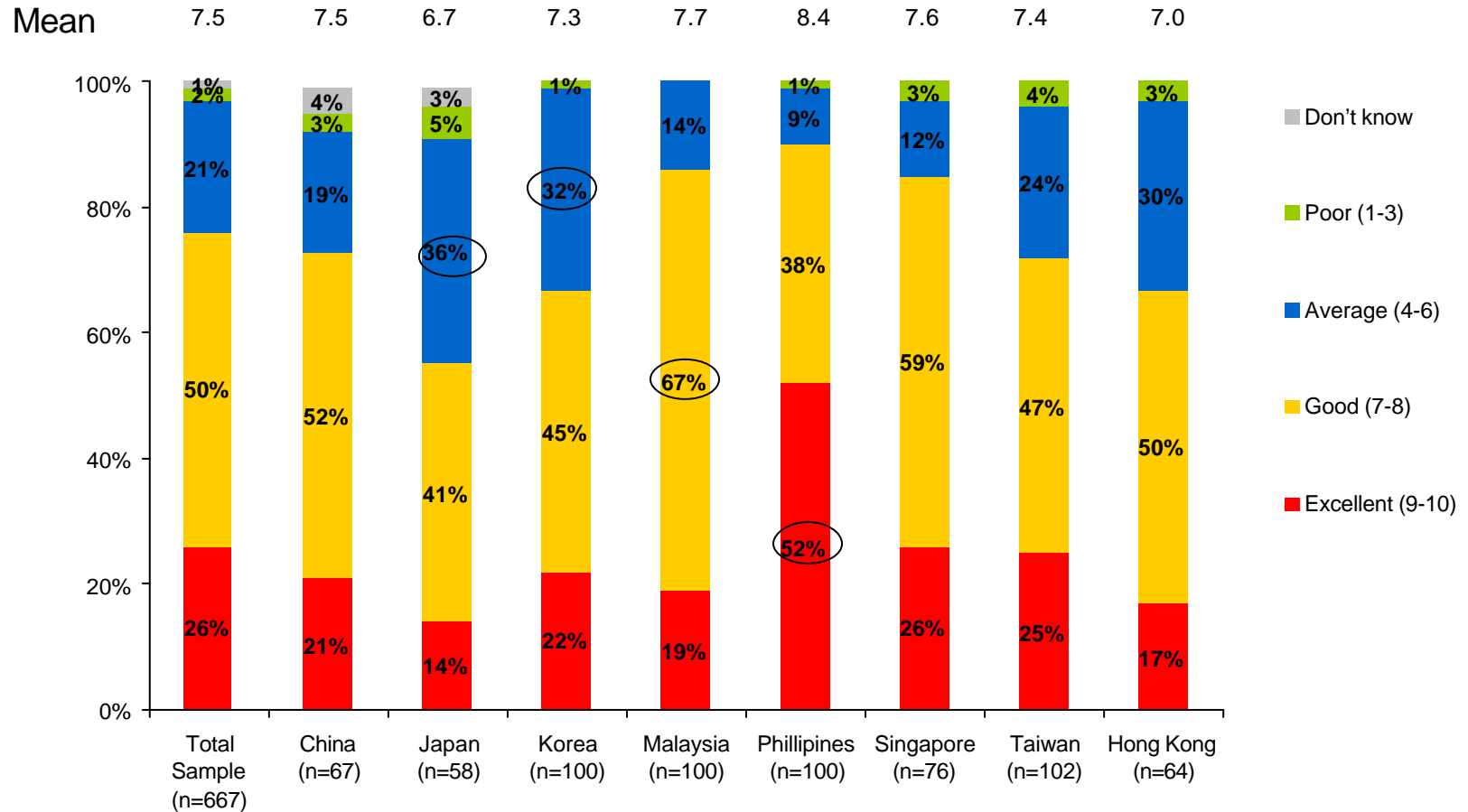
Importance of being professional

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is professional”



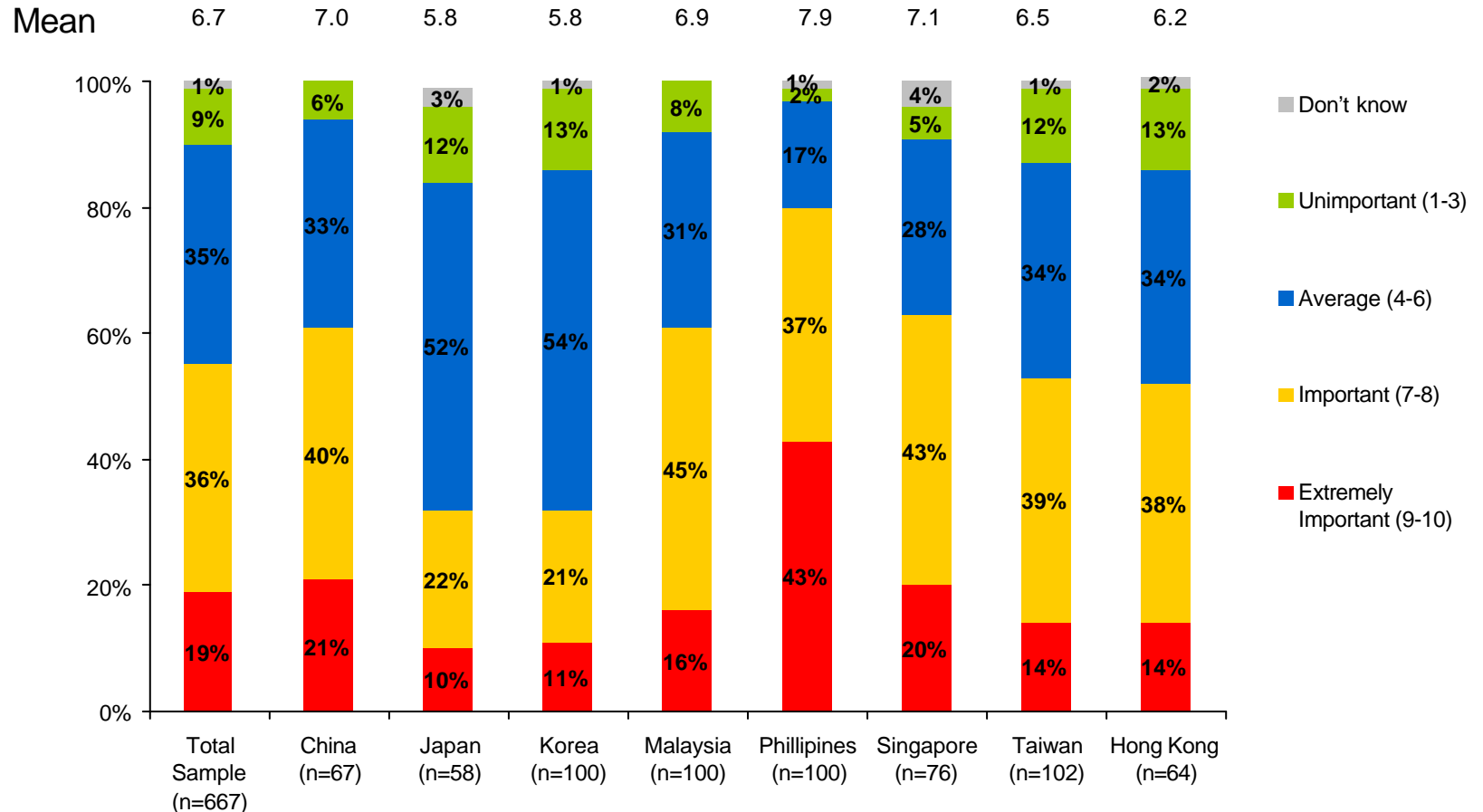
Performance of New Zealanders being professional

"Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: is professional"



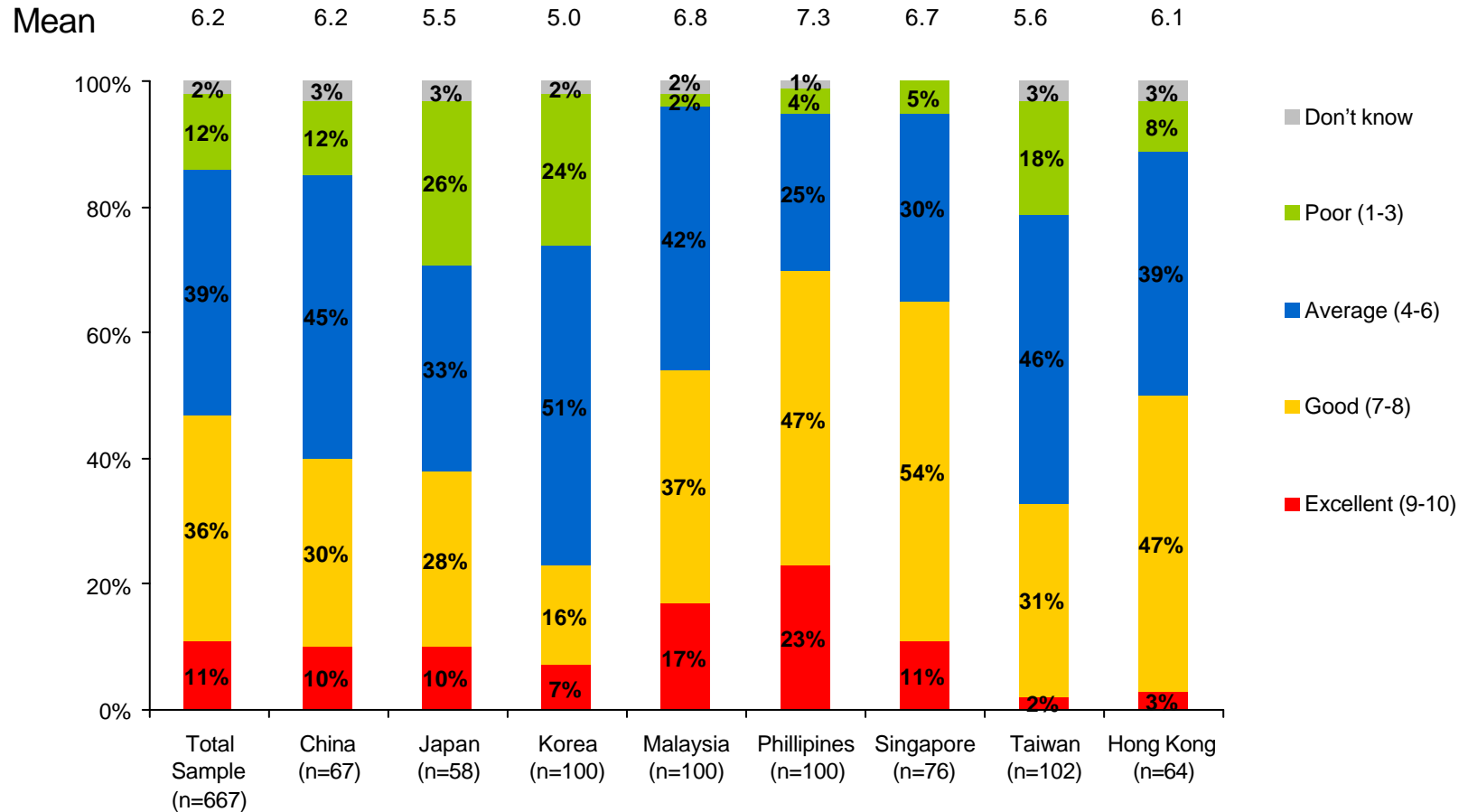
Importance of being sensitive to the Asian cultures and traditions

*“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is sensitive to the cultures and traditions of my country”*



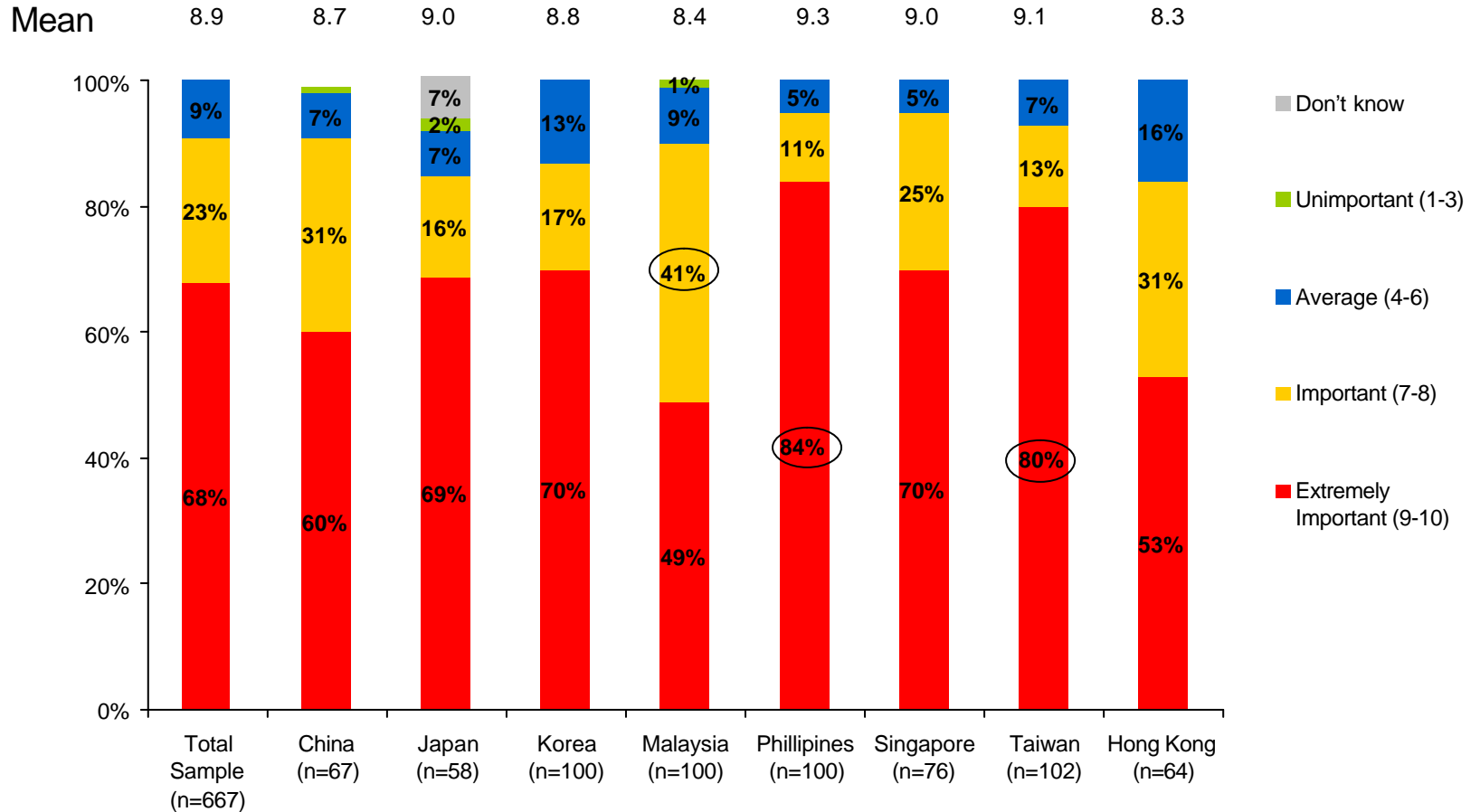
Performance of New Zealanders being sensitive to the Asian cultures and traditions

“Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: is sensitive to the cultures and traditions of my country”



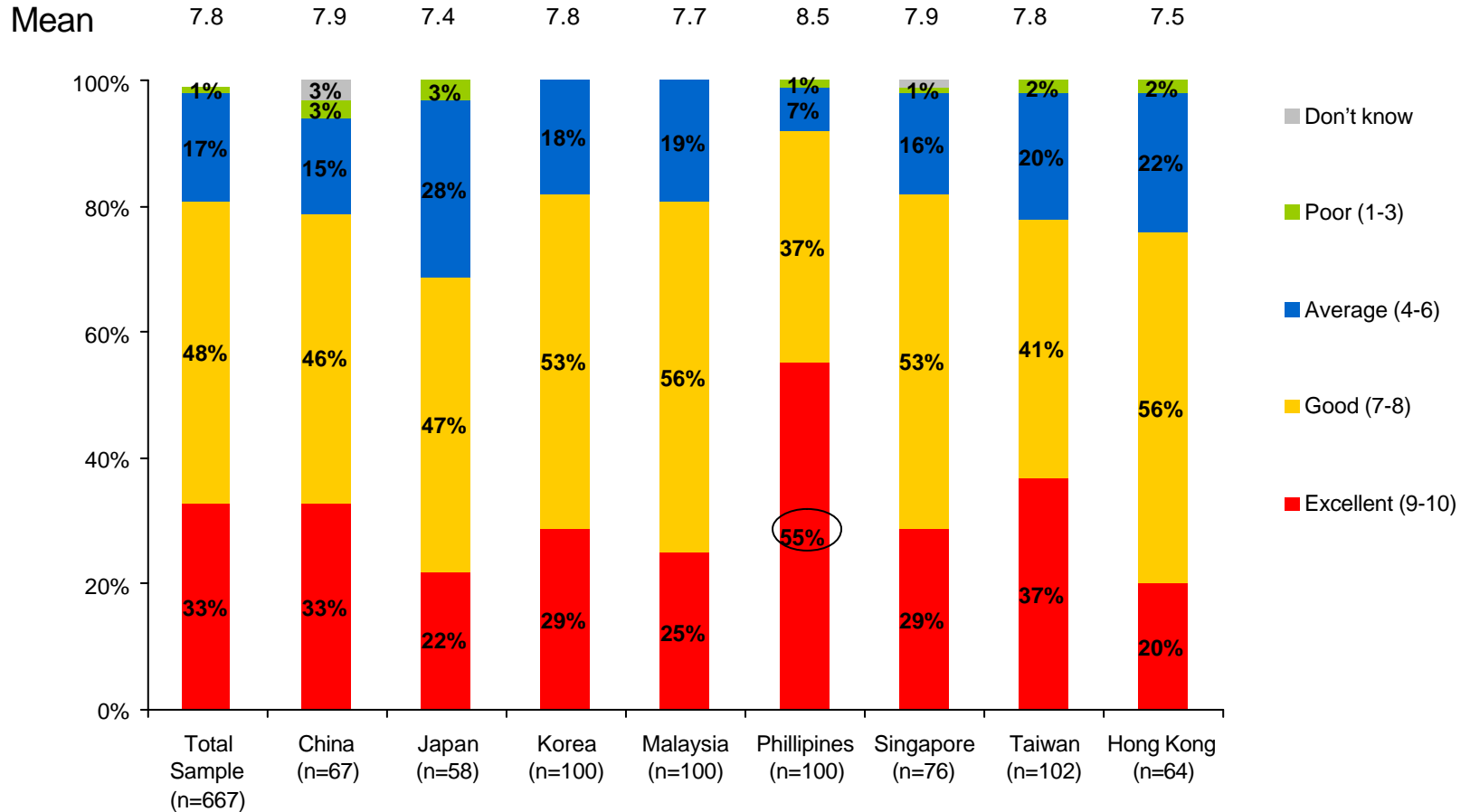
Importance of being trustworthy

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is trustworthy”



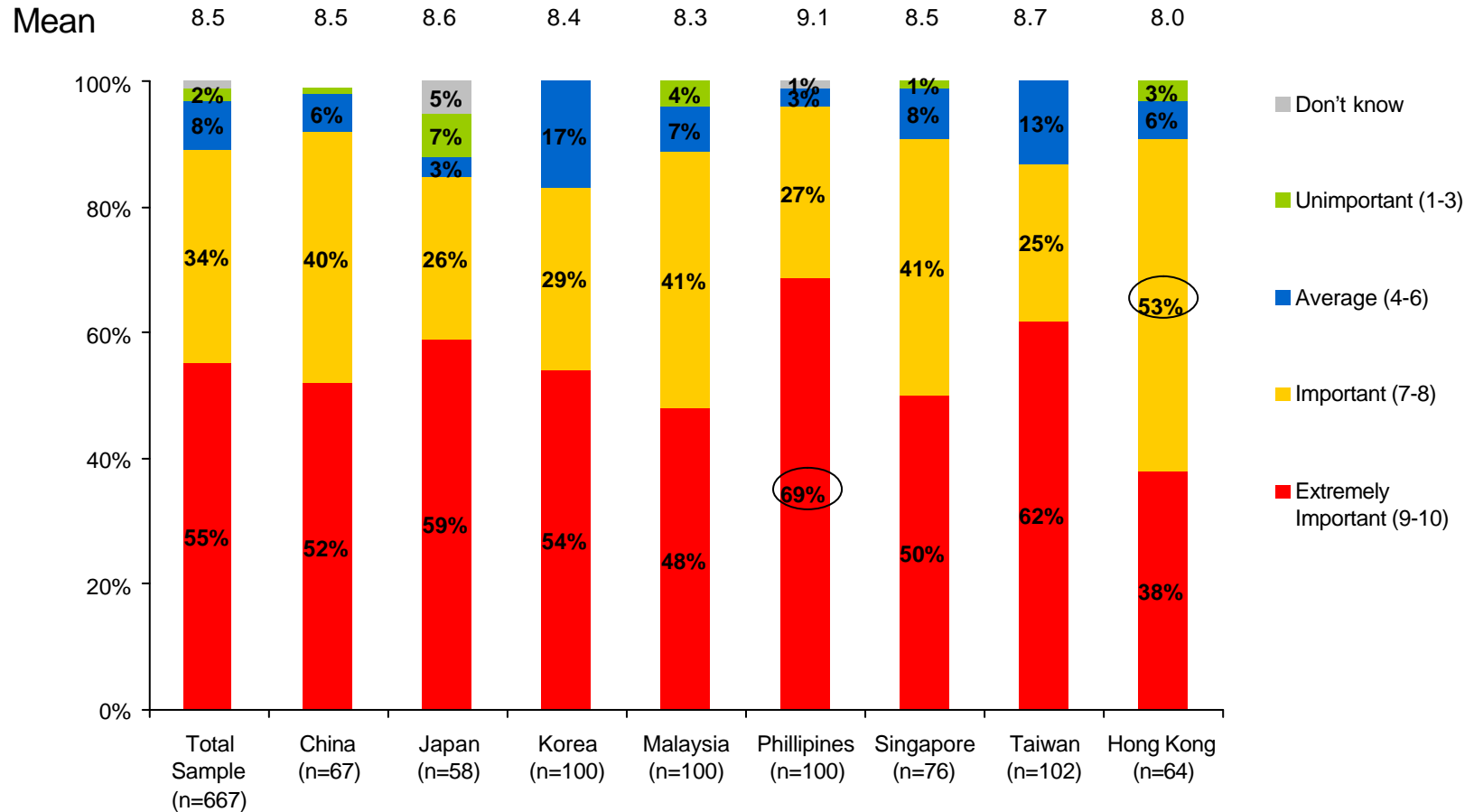
Performance of New Zealanders being trustworthy

“Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: is trustworthy”



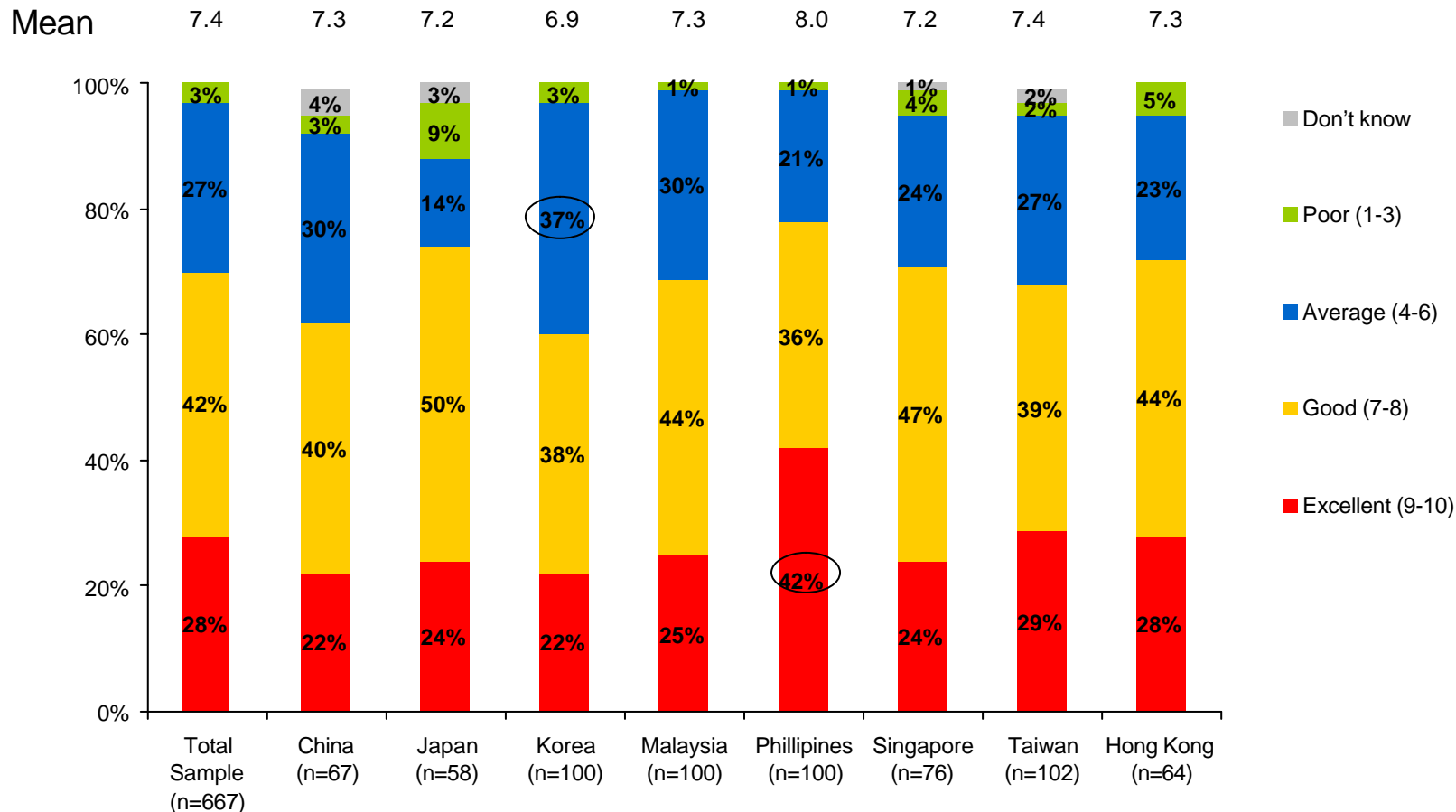
Importance of being committed to a long term business relationship

"Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is committed to a long term business relationship"



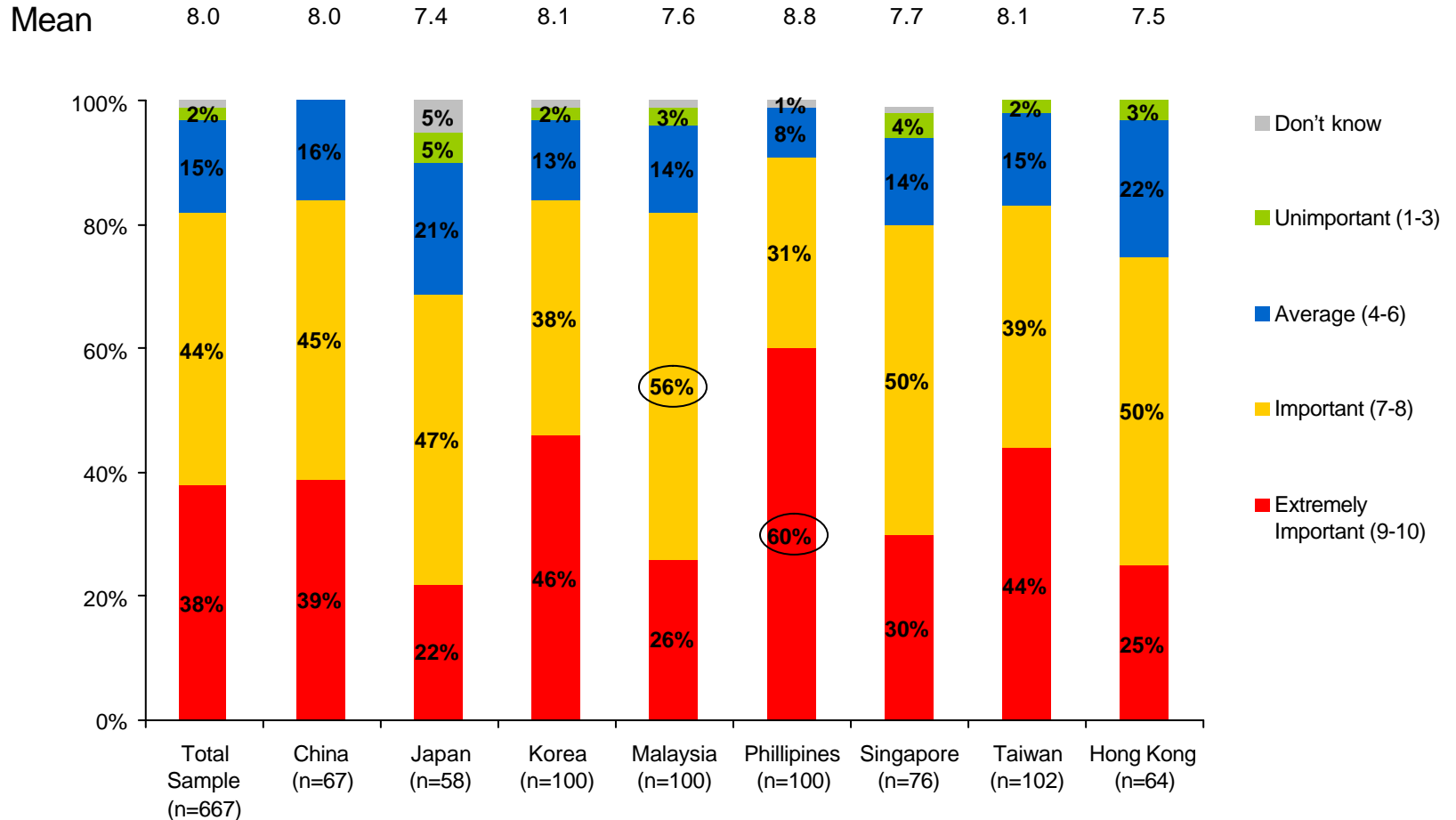
Performance of New Zealanders being committed to a long term business relationship

"Now on this scale, where **10 is excellent** and **1 is poor**, how would you rate New Zealand business people on these attributes: is committed to a long term business relationship"



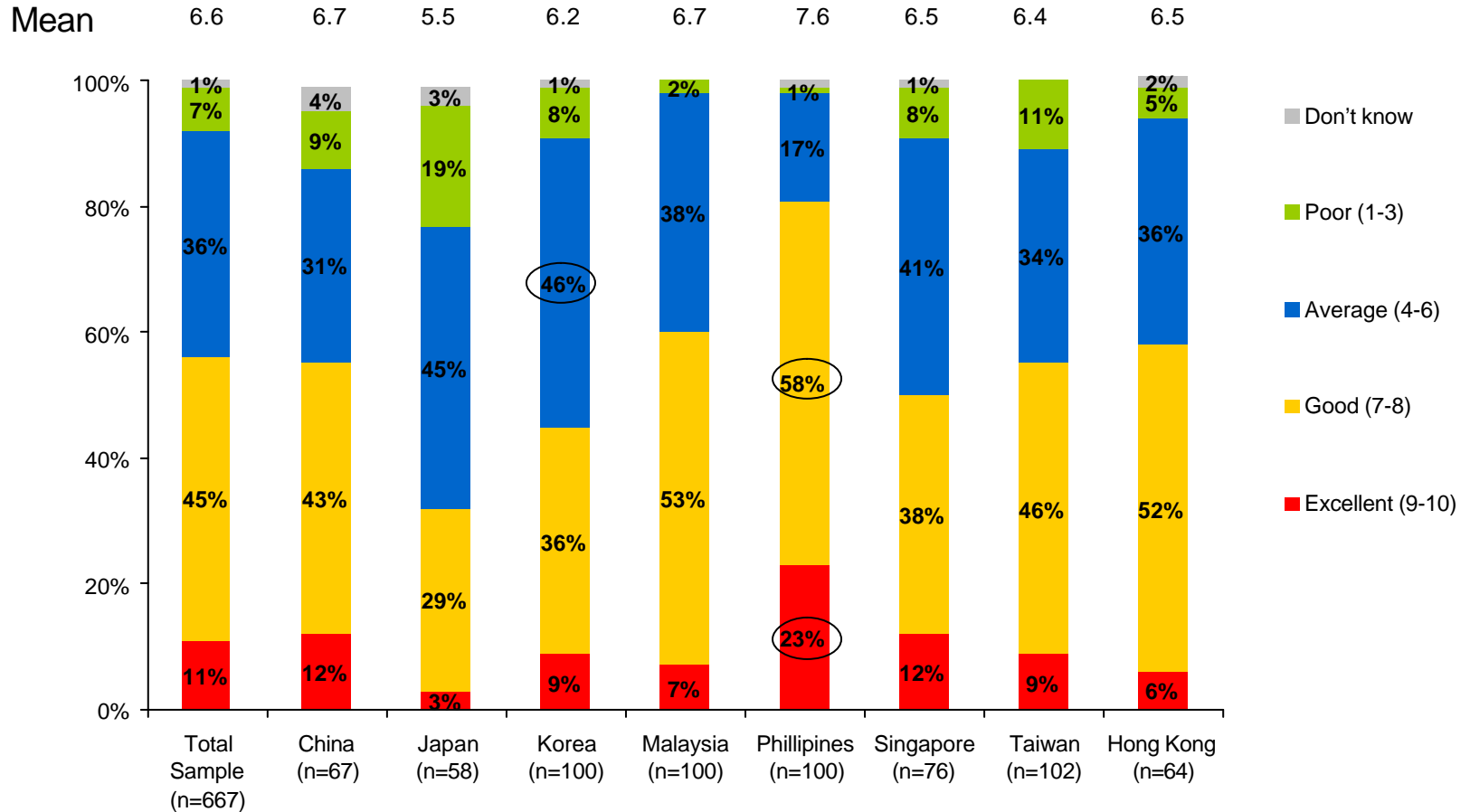
Importance of being competitive

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is competitive”



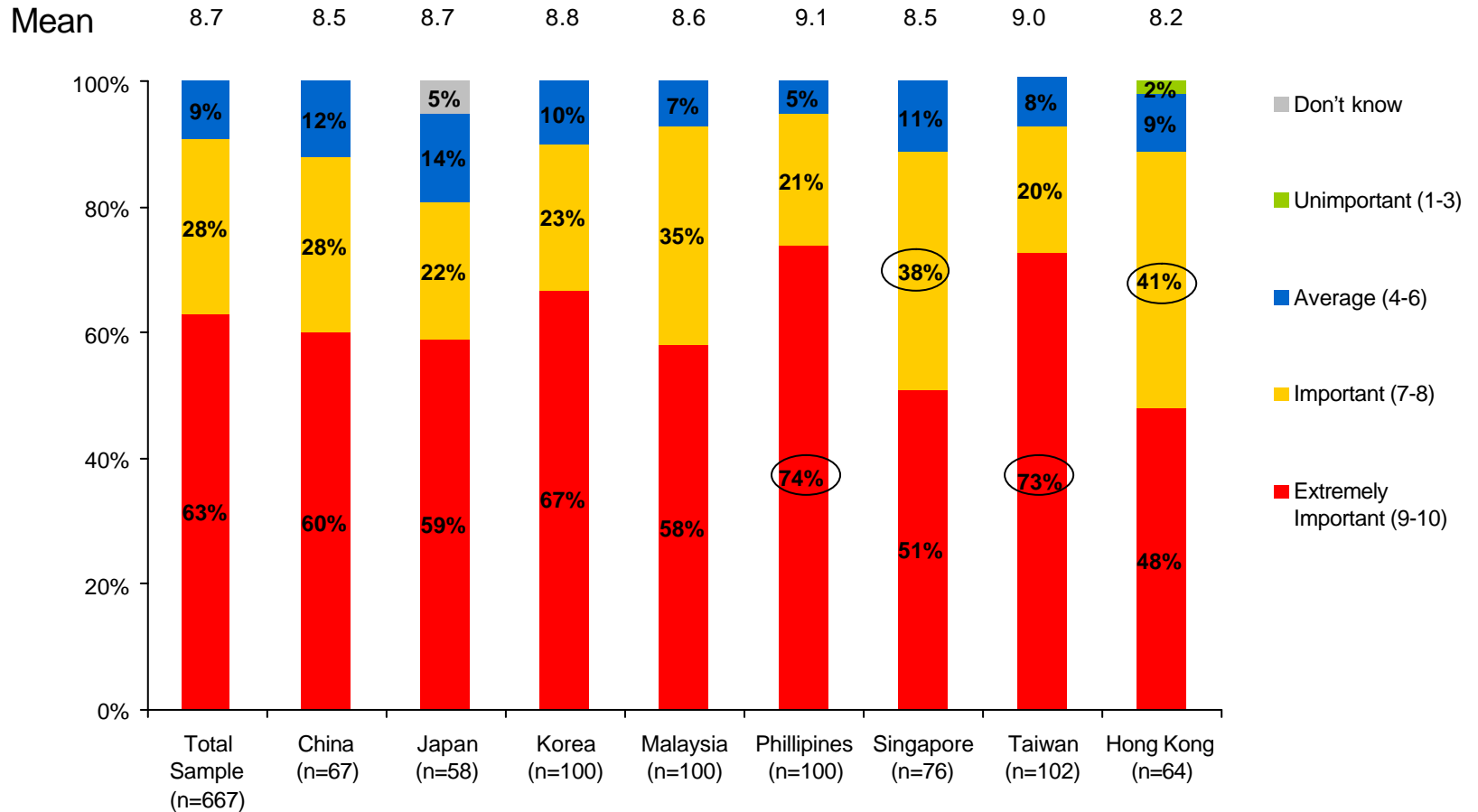
Performance of New Zealanders being competitive

“Now on this scale, where **10 is excellent and 1 is poor**, how would you rate New Zealand business people on these attributes: *is competitive*”



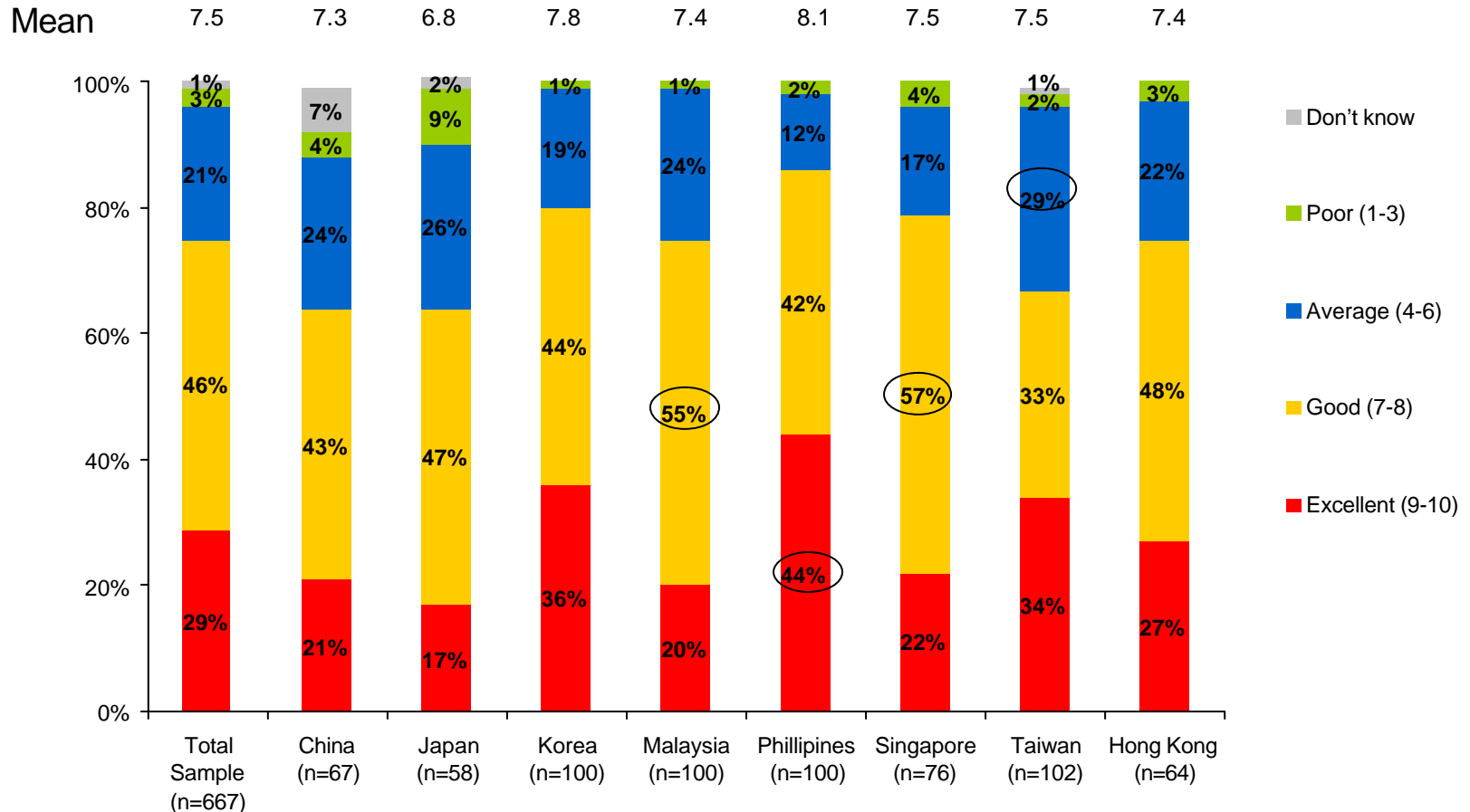
Importance of following up and keeping promises

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: follows up and keeps promises”



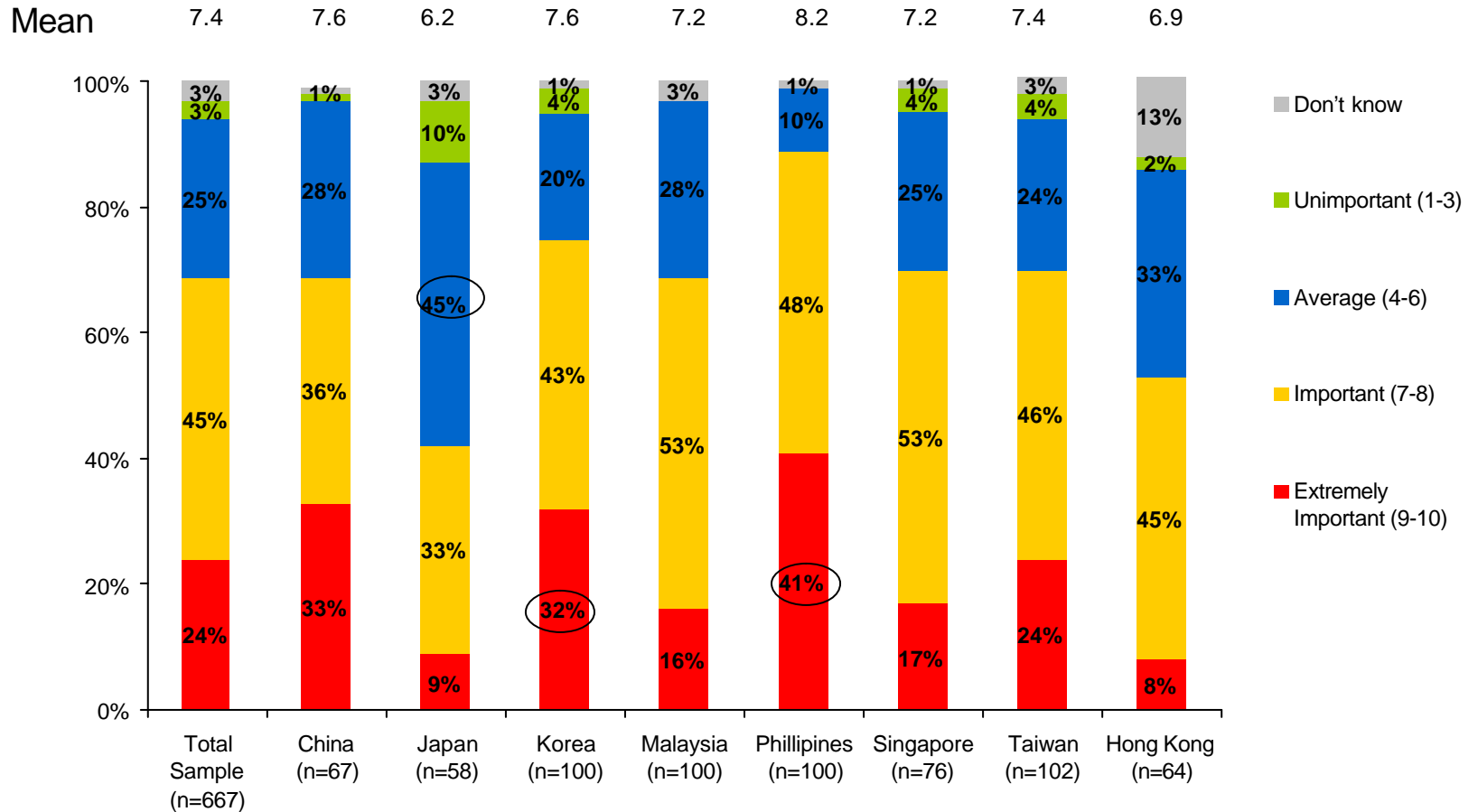
Performance of New Zealanders following up and keeping promises

“Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: follows up and keeps promises”



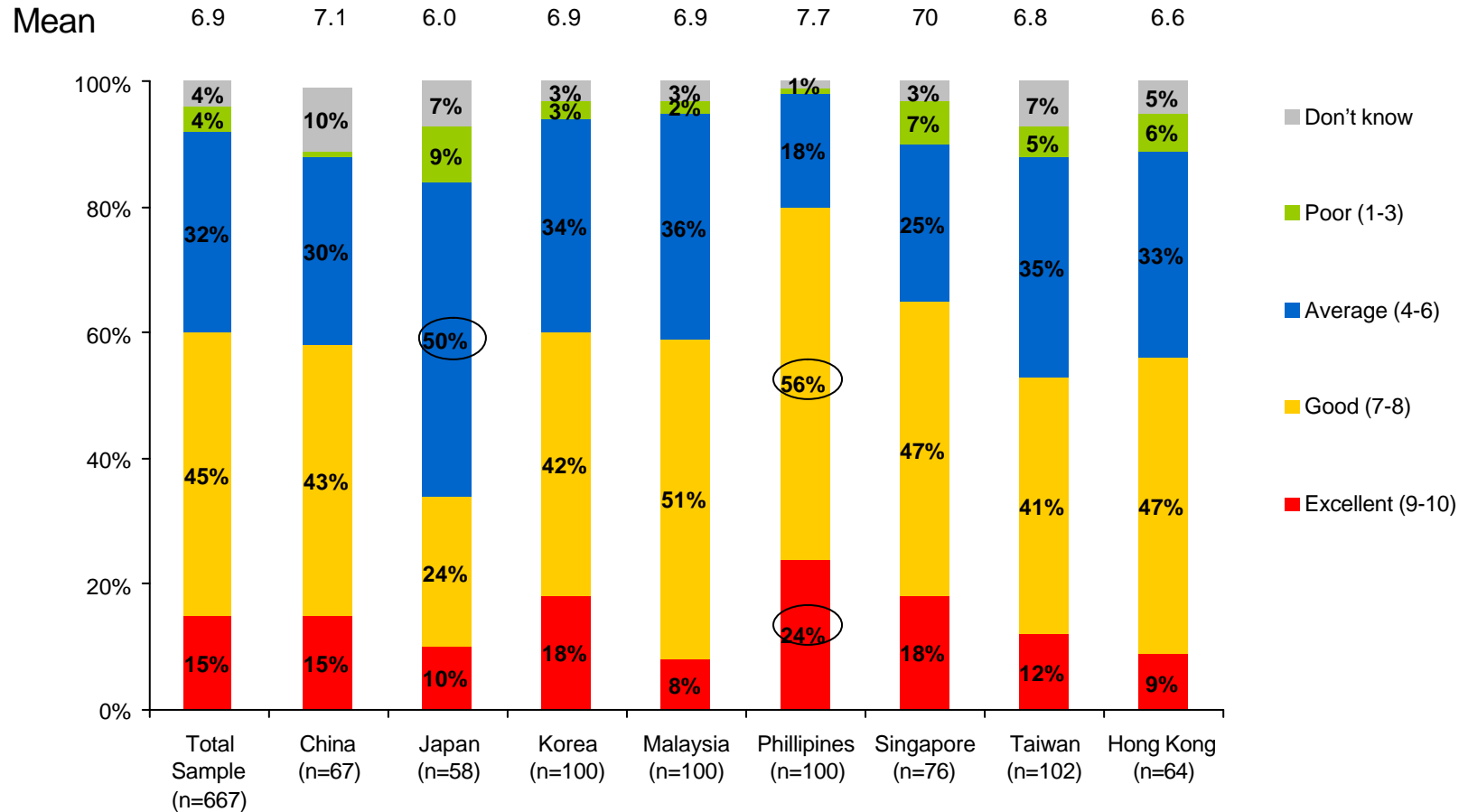
Importance of being entrepreneurial

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is entrepreneurial”



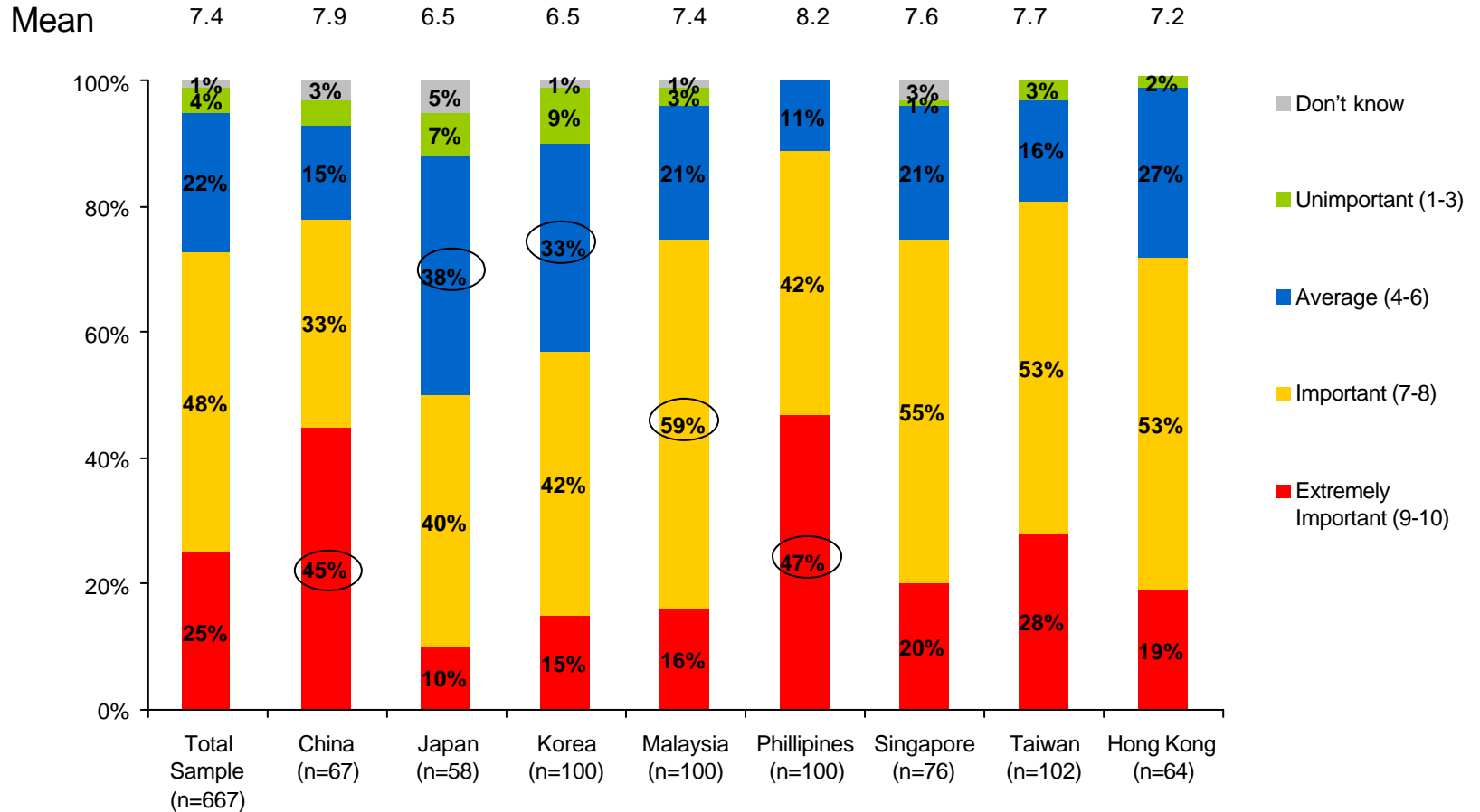
Performance of New Zealanders being entrepreneurial

“Now on this scale, where 10 is excellent and 1 is poor, how would you rate New Zealand business people on these attributes: is entrepreneurial”



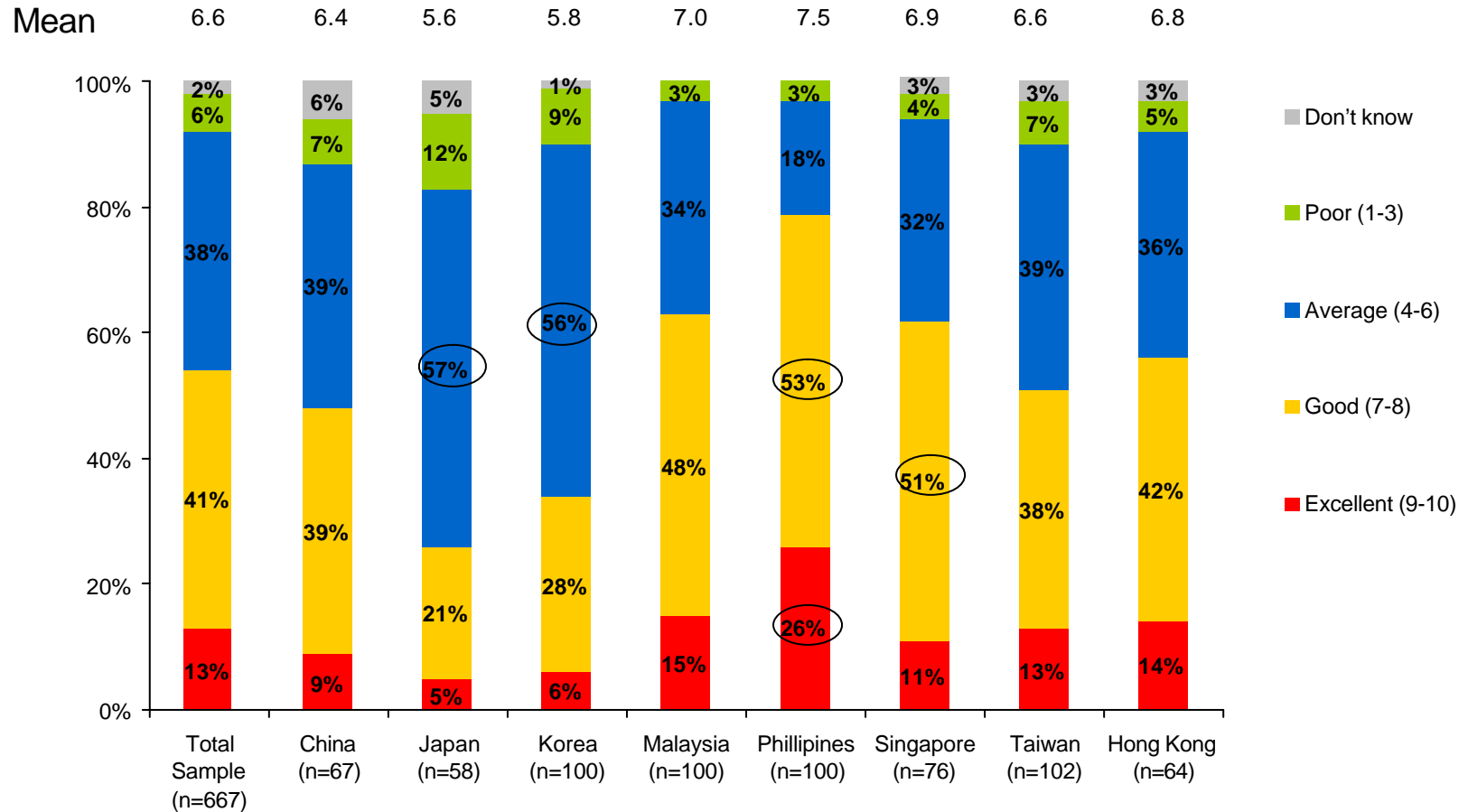
Importance of being innovative

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is innovative”



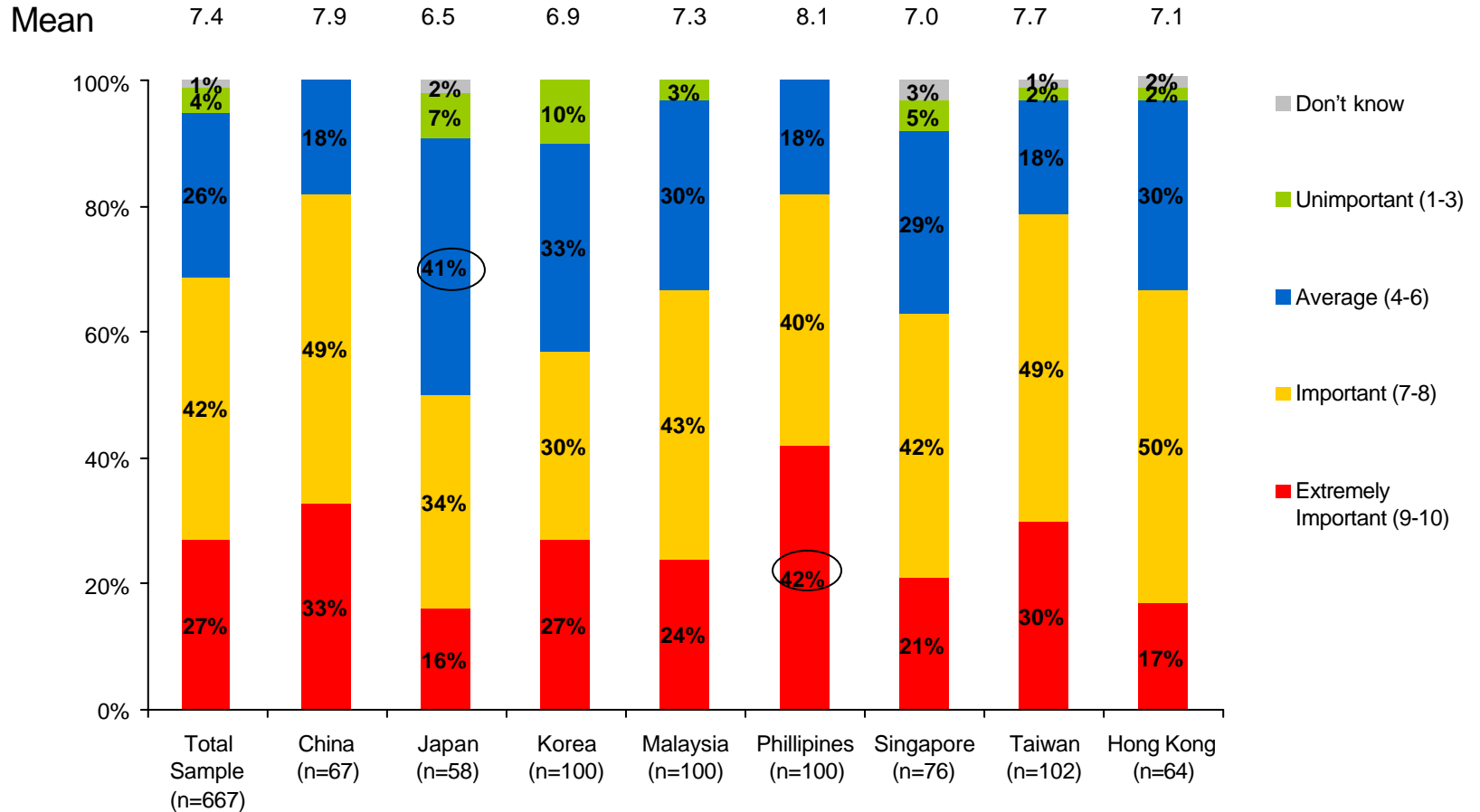
Performance of New Zealanders being innovative

“Now on this scale, where **10 is excellent** and **1 is poor**, how would you rate New Zealand business people on these attributes: is innovative”



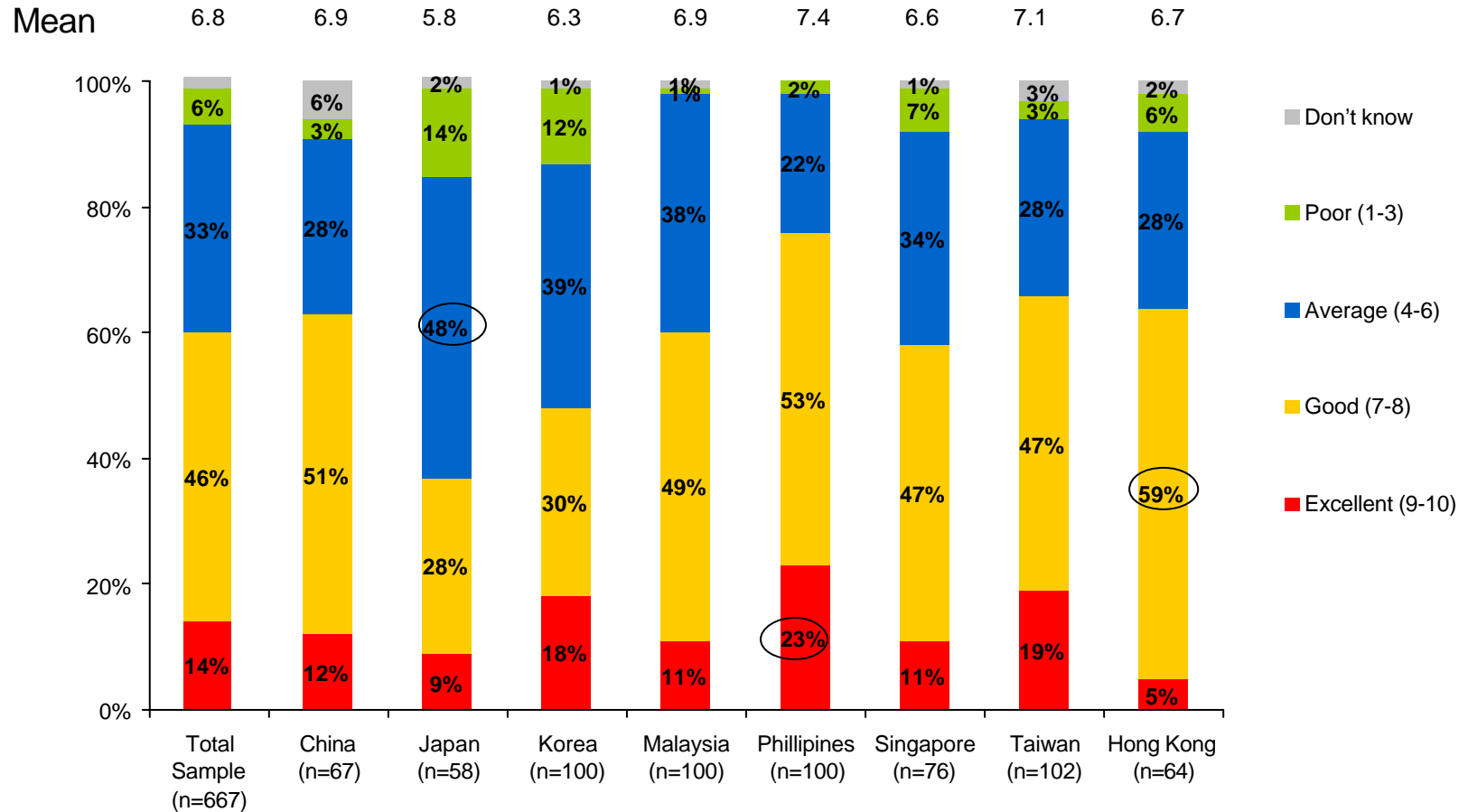
Importance of being persistent

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is persistent”



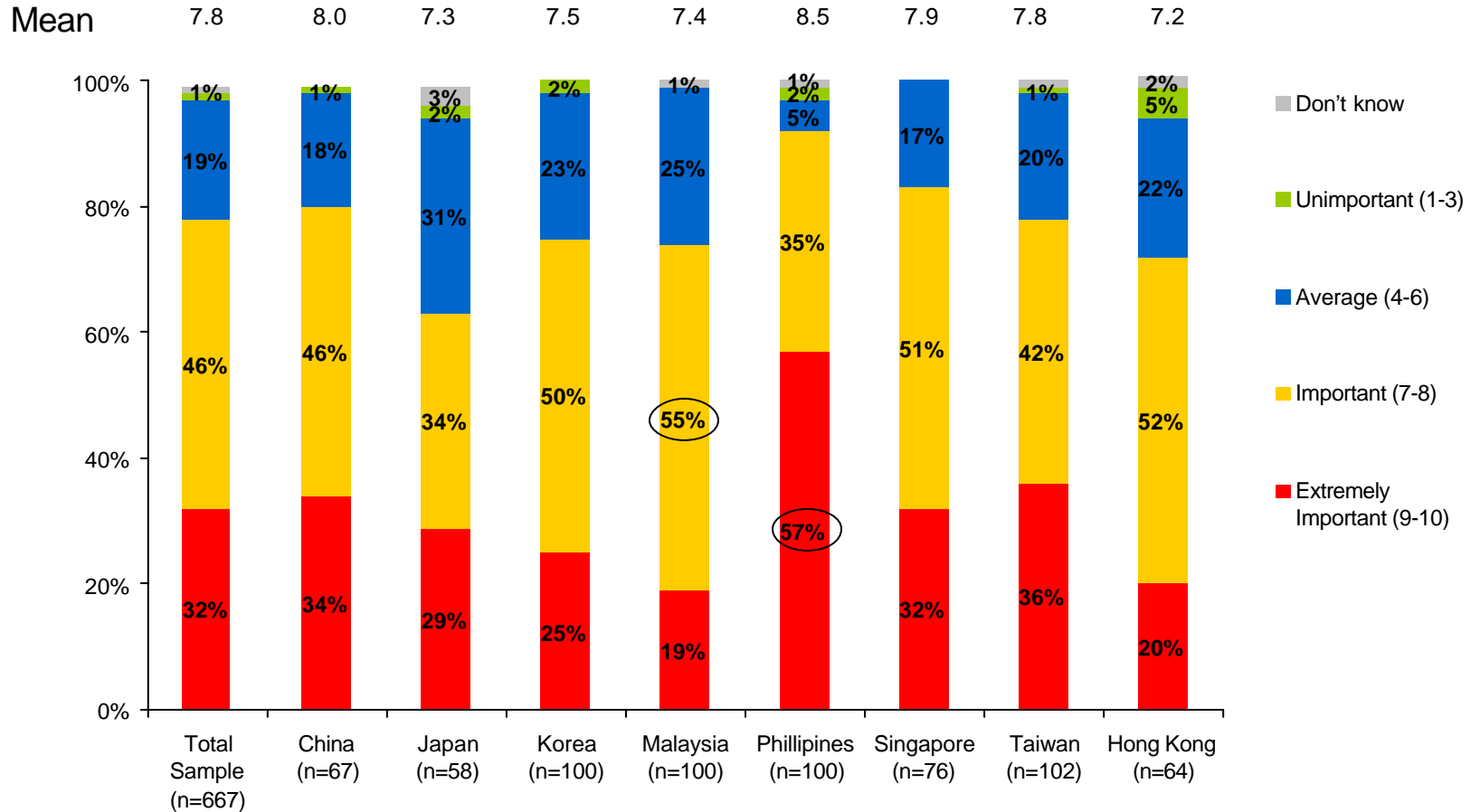
Performance of New Zealanders being persistent

“Now on this scale, where **10 is excellent and 1 is poor**, how would you rate New Zealand business people on these attributes: *persistent*”



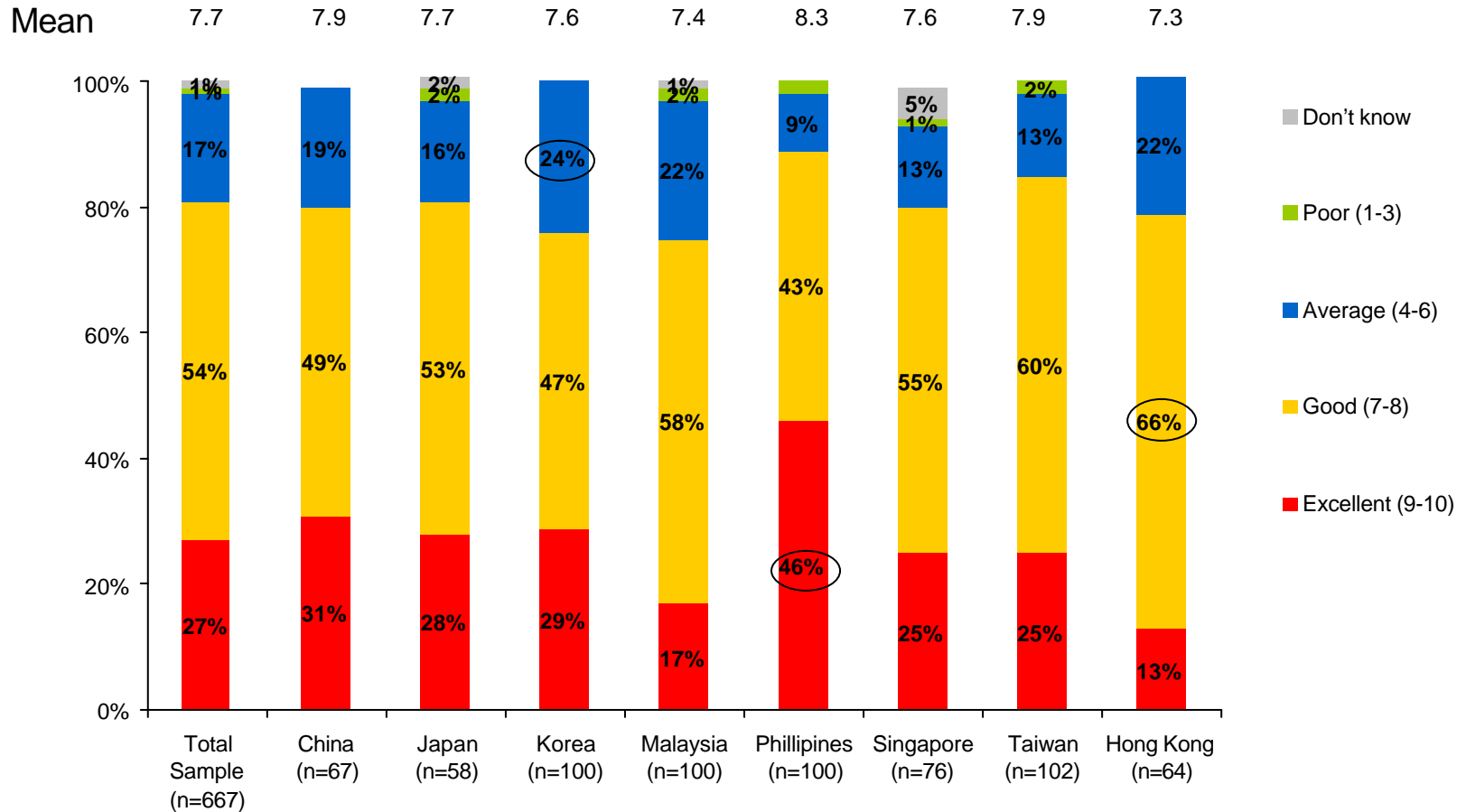
Importance of being courteous

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is courteous”



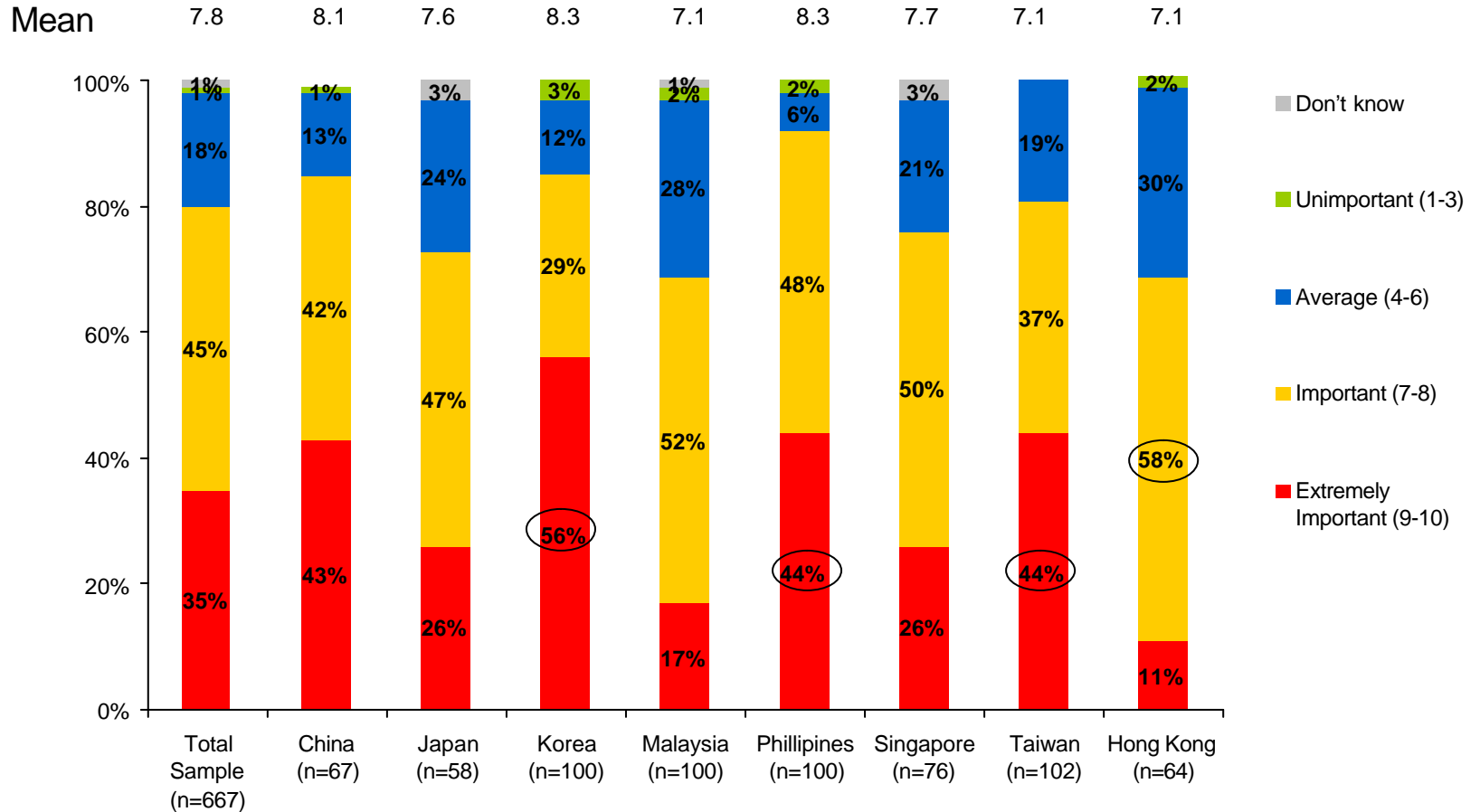
Performance of New Zealanders being courteous

“Now on this scale, where **10 is excellent and 1 is poor**, how would you rate New Zealand business people on these attributes: is courteous”



Importance of being aggressive (proactive and assertive)

“Thinking about the market that you work in, on a scale where 10 is **Extremely Important**, and 1 is **Not at all Important** how important do you think the following attributes in relation to foreign business people are: is aggressive in the sense of being proactive and assertive”



Performance of New Zealanders people being aggressive (proactive and assertive)

“Now on this scale, where **10 is excellent and 1 is poor**, how would you rate New Zealand business people on these attributes: is aggressive in the sense of being proactive and assertive”

