

## **9.0 LIMITATIONS OF THE RESEARCH STUDY**

1. The analysis of potential products is limited to 6 digit H.S. code level, due to the unavailability of getting details of products imports to Australia in 8 digit H.S. code level.
2. During my study, I have identified that there are considerable differences and inherited features in consumer tastes, fashions and preferences of separate states within Australia. Therefore it is very hard to identify common features of customers when analyzing products.

Also it is very important to study deeply about different states separately.