

# THE XIPU INSTITUTION REPORT

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## A Multiple-dimensional Perspective on Optimising the Business Environment in Development Zone

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### Abstract

Business environment is the sum total of all the external forces and conditions including political, economic, legal, socio-cultural factors within which enterprises operate. This report introduces a demand-oriented business environment evaluation index system including 10 dimensions, namely, 1. geographical location and transportation convenience; 2. resource endowment and element availability; 3. industry cluster and support relevancy; 4. operating cost and advantage relativity; 5. public goods and supply accuracy; 6. pro-business and enterprise comfortability; 7. market supervision and management effectiveness; 8. legal environment and competition fairness; 9. social responsibility and standardised administration; 10. system and institution's advanced nature.

### Key Words

Business Environment; Enterprises' Demand Oriented; Evaluation Index System