

APPENDICES

INTERVIEW SCHEDULE

BIBLIOGRAPHY

INTERVIEW SCHEDULE.

1. Name of the Respondent.
2. Position in the organisation.
- A. PURCHASES
 1. Which product do you purchase?
 2. Where from do you purchase?
 3. Do you get any trade discount?
 4. Do you get any cash discount?
 5. Do you get any quantity discount?
 6. Do you purchase the product on credit?
 7. Do you get home delivery?
 8. If yes, is it free of charge?
 9. If no, is an extra charge is required to be paid?
 10. If no, where from you take the delivery?
 - (i) From suppliers' godown
 - (ii) From Transport office
 11. What is approx. time gap required between placement of order & the receipt of goods ?

12. In what quantities do you buy ?
 - (a) Enough for a month/2 months/3 months.
13. What is the time gap between purchase of the goods and their sale?
14. What is the time gap between the sale of goods and receipt of payment for the goods sold.

(B) SELLING FUNCTION

1. To whom do you sell the product ?
 - (a) Members (b) Non-members
 - (c) Private traders (d) Coop. Societies.
2. Do your members buy all their requirements from your society?
3. If yes, to what extent do you sell to them?
4. If no, where from they do buy ? why ?
 - (i) Price difference
 - (ii) Delivery not within time
 - (iii) Do they get credit facility from other private salers ?
5. Do you allow credit ?

6. If yes, what is period of credit facility?
7. What is your pricing policy ?
 - (a) At cost.
 - (b) Market price.
7. Do you give any cash discount?
8. Do you provide any door delivery to your member customers?
9. If yes, do you charge any extra charges ? to what extent?

B) NON-MEMBERS FARMERS.

1. Do the non-member farmers purchase their requirement from your organisation?
2. How much do you sale to them?
3. Do you allow credit?
4. If yes, for what period?
5. Do you give any cash discount?
6. Do you provide any door delivery facility to your customers?

7. Do you charge any extra charges for door-delivery?

C) PRIVATE TRADERS.

1. Do you sell to private traders ?
2. If yes, to what extent?
3. If not, why?
4. Do you give any trade discount?
5. Do you sell on credit?
6. If yes, for what period?
7. Do you give any cash discount?
8. Do you provide any home door delivery?
9. If yes, do you charge any extra charge?

(D)
COOPERATIVE SOCIETIES.

1. Do you sell to primary cooperative societies?
2. Do they buy all their requirements from your organisation?
3. If no, wherefrom they buy ?
 - (a) Other cooperative societies?
 - (b) Private Traders? (c) Suppliers/dealers?

4. Why they do not buy from your organisation?
 - (a) Any price difference.
 - (b) ~~At~~ Delivery not within time.
 - (c) They ~~are~~ get credit facility from other sellers.

5. What is your pricing policy?
 - (a) At cost
 - (b) Market price

6. Do you allow credit?

7. If yes, what is period of credit?

8. Do you give any trade discount?

9. Do you give any cash discount?

10. Do you give any quantity discount?

11. Do you provide any home door delivery?

12. If yes, do you charge any extra charges?

BRANDING AND PACKAGING.

1. Do you sale the product under the brand~~n~~

name of the manufacturer or your own brand?

2. What method you use for packaging?
3. How many sizes of packages ?

(C) MARKETING FINANCE

About fixed share capital.

1. What is your authorised share capital?
2. How much shares have you subscribed?
3. How much share capital has been collected?
4. Has the Government contributed in the share capital?
5. If yes, how much?
6. Are the cooperative societies have the membership of your organisation?

Ploughing back of profit.

- k. creating funds out of profit.
1. Do you retain your profit in business?
2. If yes, what percentage of profit is used in business?

3. Do you invest the funds in Bank or other finance institute?
4. If invested - what is the rate of interest do you get on deposits?
5. Do you avail any loan against your deposits with Bank?
6. What is the rate of interest on such loans?
7. Do you utilise the other funds in business?
i.e. building fund, provision for bad debt etc.?

LOANS.

1. Do you avail any loan from cooperative Bank?
If yes, the amount of such loan.
2. What is the interest rate on loan?
3. Do you take the loan from scheduled bank?
4. If yes, the amount of such loan.
5. What is the rate of interest on such loan?

6. Do you take the loan from Nationalised Bank?
7. If yes, the amount of loan.
8. Do you take the loan from your members?
9. If yes, the amount of loan & Interest thereon.
10. Do you accept the loan from public?
11. If yes, the amount and interest thereon.
12. For what period do you accept the loan?
13. Do you give any pledge against these types of loans?

OTHER SOURCES OF LOANS/ADVANCES.

1. Do you take any advance from buyers?
2. If yes, how many days before giving the delivery?

(D) RISK BEARING

1. What measures do you take for bearing marketing risks?

(i) Preventive measures.

(ii) Insurance.

2. Have you insured the stock?

3. What is the insurable cost?

CHANGES IN MARKET FLUCTUATIONS

1. What arrangements have been made to prevent the loss due to price fluctuations?

2. Do you create the fund?

3. Do you purchase in bulk?

4. How do you arrange to prevent the loss due to change in demand?

RISK ARISING FROM NATURAL CAUSES.

1. Do you store the product in your own godown?

2. How do you make the provision to prevent physical damage from rats, pests, vermins etc.?

RISK RESULTING FROM HUMAN FACTORS.

1. Do you suffer any breakage, spoilage, etc. loss due to carelessness of employees?
2. If yes, how you recover the loss?
3. Have you suffered any loss due to theft?
4. How do you make the provision against this type of loss?
5. Have you insured the same?
6. Do you make provision for bad debts?
7. Have you suffered from any bad debts?
8. If yes, have you taken any step to recover the debts?
9. Do you reduce the credit period to prevent the such type of loss?
10. If yes, what is the length of period?

(E) MARKET INFORMATION

A) Suppliers - Source of supply.

1. Do you collect the market information about the suppliers?
2. If yes, from what sources do you collect the information?

(a) Representative, Govt. publications, Trade Association or any other publication?

3. Do you collect the information about suppliers through representatives?

B) Sales representative.

1. Do you collect the market information from your sales representative ?
2. How many sales representative have been appointed?
3. Have you allotted sales territory to them?
4. After how many days they have been reported?

5. Do you fix the sales quota according to sales territory?
6. If no, do you sell according to the demand?
7. Do you make the provision of stock for anticipated demand ?
8. If yes, how do you make the provision -
 - (a) by purchasing the product
 - (b) by recording your needs to suppliers
 - (c) by keeping reserve stock.

Through customers.

1. Do you collect the information from customers?
2. From which type of customers?
 - (a) Members
 - (b) Farmers
 - (c) Organisation/traders
 - (d) Primary societies?
3. Do the customers place their requirement in advance?

4. Do you maintain the record about their requirements?
5. Do you check your actual sales with previous orders placed?
6. Do the customers purchase less than that of order placed?
7. If yes, what provision have you made to increase the sale?
 - (a) Discount
 - (b) Door delivery
 - (c) Cash discount.

(F) ADVERTISE MENT

1. Do you advertise your products?
2. If yes, which media do you select for that?
 - (a) News Papers
 - (b) Magazines
 - (c) Periodicals
 - (d) Pamphlets.
3. What is the advertisement cost?

4. Have you found any increase in sales due to advertisements?
5. If yes, how many demonstrations farms do you have?
6. If no, do you undertake the demonstrations on other farms?
7. Has there been any effect due to advertisements on total sales?

(G) WAREHOUSING FACILITY

1. What arrangements are made as regards storage?
2. Do you have your own godown?
3. If yes, what is the capacity?
4. What is the building cost?
5. Do you provide this facility on rental basis?
6. If yes, what is the rate for one day storing of one tonne product?

7. What is the annual income earned from this godown?
- 8, ~~What is the~~
8. How you have arranged the finance for building up the godowns?
9. Have you spare the vacant space during the year?
10. If yes, why you do not provide it to others?
11. Have you availed the hire storage facility from others?
12. If yes, from whom?
- (1) State Warehousing Corporation
 - (2) Cooperative warehousing
 - (3) Private godowns.
13. What are the hire charges?
14. What is the total storage cost during the last financial year.



STORAGE.

15. Do you have any cold storage?
16. If yes, what is the store capacity?
17. What is the construction cost?
18. Have you provided any cold storage facility to farmers?
19. For which product you have provided?
20. What is the annual income of the same ?
21. What is the maintenance cost?
22. Have you appointed any expert personnel to look after the store?
23. How many are enjoying this facility?

(H) TRANSPORTATION

1. Which type of transport facility is used?
2. Do you own transport facility?
3. Have you availed the motor transport services from others?

4. What was the motor transport cost?
5. Does the supplier provide you any transport facility?
6. Did you get your delivery within time?
7. Are you going to purchase any vehicle for transportation?
8. If yes, have you prepared any proposal for the same?
9. How would you create the finance?
 - (a) Surplus balance
 - (b) Loan from Bankers.
 - (c) Hire purchase.

RAILWAY TRANSPORT.

1. Have you availed the railway transport facility?
2. If yes, is it favourable to you?
3. What was the railway transport cost?

4. From which place you have taken the advantages of this facility?
5. What is the approximate collection and transport charges?
(for one tonne from railway godown to your godown)
6. Was it cheaper than motor transport of same distance?
7. Did you get the delivery within time?

(I) STANDARDISATION AND GRADING.

1. How you fixed the standard of the product?
2. How you fix the standard of seeds?
3. Do you sell the product only according to the standard?
4. How do you fix the grade?
According to size or quality?

5. Do you inspect the standard? How?
6. How many persons are engaged for standardisation of seeds?
7. Which product do you sell according to label?

8.

I.S.I. MARK : (CHEMICALS ONLY)

1. Which products are sold by you which carry ISI mark?
2. How much it costs to establish standard of the product?