

APPENDIX

APPENDIX - A

QUESTIONNAIRE FOR RETAILERS

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[A] PERSONAL INFORMATION

- 1) NAME OF THE UNIT :
- 2) ADDRESS :
- 3) AGE :
- 4) EDUCATION :
- 5) YEAR OF ESTABLISHMENT :
- 6) LICENCE NUMBER :
- 7) NATURE OF OWNERSHIP :
  - i) Family
  - ii) Sole Proprietorship
  - iii) Partnership
  - iv) Co-operative
  - v) Company
- 8) Are you a member of any Trade Association? : Yes / No
- 9) Are you a member of any Co-operative Society? : Yes / No

[B] INVESTMENT

- 1) What is your investment? :

(Tick the corresponding investment)

|                  | AT INCEPTION |             | NOW (1990) |             |
|------------------|--------------|-------------|------------|-------------|
|                  | TRADING      | NON-TRADING | TRADING    | NON-TRADING |
| Upto Rs. 10,000  |              |             |            |             |
| 10,001 to 20,000 |              |             |            |             |
| 20,001 to 40,000 |              |             |            |             |
| 40,001 to 60,000 |              |             |            |             |
| Above 60,000     |              |             |            |             |

- |    |  |   |    |                        |
|----|--|---|----|------------------------|
| 2) | Annual Turnover                          | : | 1) | Rs. 40,000             |
|    |  |   | 2) | Rs. 40,001 to 60,000   |
|    |  |   | 3) | Rs. 60,001 to 80,000   |
|    |  |   | 4) | Above Rs. 80,000       |
| 2) | What are the sources of your finance?    | : | 1) | Own                    |
|    |  |   | 2) | Borrowing from bank    |
|    |  |   | 3) | Borrowing from friends |
|    |  |   | 4) | Other                  |
| 4) | Whether the business are owned or hired? | : | 1) | Owned                  |
|    |  |   | 2) | Hired                  |

[C] MARKETING DATA

- |    |   |   |    |              |
|----|---|---|----|--------------|
| 1) | From whom do you purchase the grocery?      | : | 1) | Whole saler  |
|    |   |   | 2) | Manufacturer |
|    |   |   | 3) | Farmers      |
| 2) | List the items which you normally purchase? | : | 1) |              |
|    |   |   | 2) |              |
|    |   |   | 3) |              |
|    |   |   | 4) |              |

- 3) In what quantity do you purchase yearly? :
- 1) Upto Rs. 40,000
  - 2) Rs. 40,001 to 60,000
  - 3) Rs. 60,001 to 80,000
  - 4) Above Rs. 80,000
- 4) On what basis do you purchase? :
- 1) Cash
  - 2) Credit
  - 3) Cash and credit
- 5) After how many days do you repay your credit purchase ? :
- (a) Within 15 days
  - (b) Within 1 month
- 6) Do you pay any advance to your wholesaler ? :
- Yes / No
- 7) Are you satisfied with the services rendered by Wholesaler ? :
- (a) Yes / No
  - Sometimes
- 8) In what quantities do you sell to your customer ? :
- (a) In small quantity
  - (b) In bulk
- 9) What type of groceries are sold by you to your customer ? :
- (A) Foodgrains
  - (a)--- (b)--- (c)--- (d)---
  - (B) Cosmetics
  - (a)--- (b)--- (c)--- (d)---
- 10) Do you feel that your customers are fully satisfied in terms of prices ? :
- Yes / No
- 11) What is your profit margin:
- (a) 5%
  - (b) 10 %
  - (c) 15%
  - (d) 20%

- 12) What is the 'credit period': (a) 15 days  
 allowed to your customer ? (b) One month
- 13) On what basis do you :  
 prefer to grant credit ?
- 14) What type of facilities : (a)Credit facility  
 or services do you provide: (b)Good quality  
 your customer ? : (c)Reasonable rate  
 : (d)Home delivery  
 : (e)Good packing  
 : (f)No adulteration
- 15) How much (maximum) credit: Rs. ---  
 do you offer ?
- 16) How many customers visit :  
 your shop per day ?
- 17) Do you consider the :Yes / No  
 customer satisfaction ?
- 18) From which place do you :(a)Kolhapur (b)Bombay (c)Pune  
 purchase your wares ? :(d)Karad (e)Any other
- 19) Which purchase method do : (a)Hand to mouth  
 you usually follow ? : (b)Bulk buying  
 : (c)Reciprocal method  
 : (d)Any other
- 20) Do you maintain any stocks?: Yes / No  
 If yes, how much ? : Rs.-----

[D] TRADE ACTIVITIES AND ASSISTANCE

- |    |   |   |
|----|---|---|
| 1) | Do you have your own godown?<br>If yes, what is its capacity?   | Yes / No  |
| 2) | Have you taken insurance :<br>against your assets?  | Yes / No  |
| 3) | Do you enjoy transportation<br>facilities as per requirement?   | Yes / No  |
| 4) | Are you getting banking<br>facilities as per requirements?  | Yes / No  |
| 5) | Do you get any advice or<br>assistance from any trade<br>associations? If yes, what is its<br>nature? | Yes / No<br><br>1) Guidance<br>2) Collective action |
| 6) | Do you get advertising<br>assistance from your suppliers?<br>If yes, what is its nature?              | Yes / No<br><br>Advt. Materials / Other             |
| 7) | Are you authorised dealer?<br>If yes, which organisation?   | Yes / No  |
| 8) | What type of incentive do<br>you get for introducing<br>new brands?                                   | 1)<br>2)<br>3)                                      |

[E] SELLING

- |  |   |   |
|--|---|---|
| 1) How much is your daily turnover?                          | : | 1) Upto Rs. 500<br>2) Rs. 501 to 1,000<br>3) Rs. 1,001 to 5,000<br>4) Above Rs. 5,000 |
| 2) How do you fix your selling price?                        | : | 1) Cost +<br>2) Demand Oriented<br>3) Supply Oriented<br>4) Competitive               |
| 3) What are your terms of sale?                              |   | 1) Cash<br>2) Credit<br>3) Cash and credit  |
| 4) Do you advice your customers?                             |   | Yes / No  |
| 5) How you advice?   |   | 1) On your own initiative<br>2) On customer's initiative                              |
| 6) On what you advice?                                       |   | 1) On quality<br>2) On price<br>3) On availability<br>4) On new arrival               |
| 7) Do you discriminate different customers?                  |   | Yes / No  |
| 8) What type of saler promotion activities do you undertake? |   |   |

9) When the Govt. Officers visit your shop for checking weights and measures?

- 1) Quarterly
- 2) Monthly
- 3) Six monthly
- 4) Yearly
- 5) Never

10) Do you pay any tax? : Yes / No  
If yes, which and how much? Rs. -----

11) How you have entered in : 1) By choice  
retailing business? 2) By family background

12) Do you envisage better : Yes / No  
future prospects?

13) What problems do you face at the time of retailing?

- 1)
- 2)

[F] OPINIONS

1) What is your opinion about the following :

- a) Banking facilities : Satisfactory/Unsatisfied/No remarks
- b) Transportation : Satisfactory/Unsatisfied/No remarks
- c) Warehousing : Satisfied/Unsatisfied/No remarks
- d) Advertising : Satisfied/Unsatisfied/No remarks
- e) Co-operatives : Satisfied/Unsatisfied/No remarks

2) Give your suggestions?