

APPENDIX III  
QUESTIONNAIRE FOR TRADERS

A) PERSONAL INFORMATION

- 1) Name of the unit : -----
- 2) Address : -----  
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- 3) Year of establishment : -----
- 4) Licence No. : -----
- 5) Nature of ownership :    i) Family  
  ii) Sole proprietorship  
  iii) Partnership  
  iv) Co-operative
- 6) Are you a member of any trade association ?       :    Yes / No
- 7) Are you a member of any co-operative society ?       :::    Yes/ No.

B) INVESTMENT:

- 1) What is your investment ?

	Then		Now	
	Trading	Non-trading	Trading	Non-trading
Up to Rs.15,000				
Rs.15,001 to 25,000				
Rs.25,001 to 50,000				
Above Rs.50,001				

- 2) What are the sources of your finance ?
- i) Own
  - ii) Borrowing from Bank
  - iii) Borrowing from Friends
  - iv) Other ..
- 3) Whether the business premises are owned by you or hired?
- Owned / Hired

C) TRADE ACTIVITIES AND ASSISTANCE :

- 1) Do you have your own godown ? Yes / No
- If yes, what is the storage capacity ?
- 1) Up to Rs. 50,000
  - 2) Rs.50,001 to Rs.1,00,000
  - 3) Over Rs.1,00,000
- 2) Have you taken insurance against your assets ? Yes / No.
- 3) Do you enjoy transportation facilities as per your requirements ? Yes / No.
- 4) Are you getting banking facilities whenever you required ? Yes / No.
- 5) Do you get any advice or assistance from any trade association ? Yes / No.
- If yes ,what is the nature?
- i) Guidance
  - ii) Collective action
  - iii) -----
- 6) Do you get advertising assistance from your suppliers ? Yes / No.
- If yes what is the nature ? Advt.materials/ other
- 7) Are you authorised dealer for any organisation? Yes / No.
- If yes of which ? -----
- 8) What type of incentive do you get for introducing new brands ? -----

D) POLICIES :

- 1) Where from you make your purchases ? : Kolhapur/ Bombay  
Malvan /-----
- 2) Who are your suppliers ? : Retailers/ whole seller
- 3) How much do you purchase at a time ? : 1) A Week's Requirements  
2) 15 days "  
3) Month's "  
4) Over a month's "
- 4) How do you make your purchases? : On credit  
for cash  
cash & credit
- 5) What is the scale of your purchases?( our opinion ) : Small Scale  
Large schale  
Medium scale
- 6) Do you maintain any stocks? : Yes / No  
if Yes , how much ? : Rs.-----

E) ABOUT SELLING:

- 1) How much is your daily turnover?: Up to Rs. 5,00/-  
Rs.5,01 to 1,000  
Rs.1001 to Rs.5,000/-  
Above Rs.5,001/-
- 2) How do you fix your selling price? ; Cost +  
Demand oriented  
Supply Oriented  
Competitive
- 3) What are your terms of sale? : Cash / Credit / Both
- 4) Do you advice your customers? : Yes / No.


- 5) When you offer your advice ? : On your own initiative  
2 On customer's initiative
- 6) What type of advice you offer? : 1) On quality  
2) On availability  
3) On new arrival  
4) -----
- 7) Do you discriminate the different customers? : Yes / No.
- 8) How often the Govt. officers visit your shop for checking weights and measures ? : 1 Quarterly  
2 Six monthly  
3 Yearly  
4 Never
- 9) What type of sales promotion activities you undertake ? : -----  
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- 10) Do you pay any tax ? : Yes / No.  
If yes, which and how much ? : Rs.-----
- 11) How you have entered in the field of retailing ? : 1) By choice  
2) By family background.
- 12) Do you envisage better future prospects ? : Yes / No.

F) OPINIONS :

- 1) What is your opinion about ?
- Banking facilities : Satis factory/Un sati/ Not avail
- Transportation : Satis / Un satis./Notavil.
- Warehousing : Satis./Un satis./not Available
- Advertising : Sat./Un sat./ Not Available
- Co-operatives : Sat./Un sat./Not Available
- 2) Any suggestions etc ? : -----  
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