

A P P E N D I C E S

QUESTIONNAIREDiesel Engine Survey

- 1) Name and Address :
- 2) Year of establishment :
- 3) Dealership taken on and name of the brand :
- 4) Is there any deposit for getting dealership ? : Yes / No
- 5) If yes, how much you have paid as deposit and on what basis ? :
- 6) Is there any restriction to sell other company's diesel engines with this dealership ? : Yes/ No
- 7) If yes, is your shop exclusive ? If no, Why don't you take another dealership ?

WHAT FACILITIES THE COMPANY IS GIVING YOU LIKE :

- 8) Is there any credit facility ? : Yes / No
- 9) If yes, what type ? :
- 10) Is there any incentive scheme for selling more engines ? : Yes / No



- 11) If yes, what incentives :
you are getting on what
basis ?
- 12) What type of profit margin :
your company/dealer is
giving you ? Are you sati-
sfied with this profit
margin ?
- 13) What type of advertisement : 1. New Paper; 2. Magazines;
pattern you have like ? 3. Cinema Slides,
4. Hoardings & Wall paintings.
- 14) What is your company's :
part in advertisement ?
- 15) Do you have service faci- : Yes / No
lity ?
- 16) If yes, who is doing :
Dealer/Company/Yourself ?
- 17) What type of servicing :
facility your company/
dealer is giving you to the
customer or what is your
servicing facility ?
- 18) What type of sales channel : 1. Cash; 2. Credit;
you have ? 3. Instalment;
4. Schemes.
- 19) Annual sales of Diesel : Units/Rs.
engines
- 20) What you are expecting or :
you are wanting from the
Company in addition to
above and why ?