

ANNEX 2 – QUESTIONNAIRE TO INTERVIEW EXPORT ORIENTED SMALL AND MEDIUM ENTERPRISES

The present research is conducted under the framework of the Asia – Pacific Economic Cooperation Secretariat's project S SME 05 2013A implemented with support of the RF Ministry for Economic Development in order to examine and to evaluate needs and demands of small and medium enterprises in the sphere of creation of an integrated information resource for their stimulation and involvement into the world trade system and global supply and production chains.

Your answers have to be based on your own experience as manager of an enterprise or private (individual) entrepreneur.

While conducting the research we guarantee complete anonymity and confidentiality: your name, name of your company will not be mentioned in any of open materials worked out upon the results of this research.

The RF region: _____

of the questionnaire _____

RESEARCH AND ASSESSMENT OF PROSPECTS FOR DEVELOPMENT OF AN INTEGRATED INFORMATION TOOL TO STIMULATE INVOLVEMENT OF SMES OF THE ASIAN-PACIFIC REGION INTO THE GLOBAL TRADE SYSTEM, GLOBAL PRODUCTION AND SUPPLY CHAINS

QUESTIONNAIRE FOR A COMPANY'S MANAGER / PRIVATE (INDIVIDUAL) ENTREPRENEUR

GENERAL INFORMATION ON THE COMPANY

The RF region where the company is registered (to be filled in by the interviewer): _____

Respondent is (to be filled in by the interviewer):

Legal entity - company	1
Private (individual) entrepreneur	2

Legal status (Choose ONE variant of the answer):

Private Russian property	1	Share of big companies, public and religious organizations, charity and other foundations in the authorized capital 0-25%
	2	Share of big companies, public and religious organizations, charity and other foundations in the authorized capital more than 25%
Mixed Russian property (private and state)	3	Share of the state (the RF, the RF regions, municipalities) in the authorized capital 0-25%
	4	Share of the state (the RF, the RF regions, municipalities)

		in the authorized capital more than 25%
Joint private Russian and foreign property	5	Share of non-residents in the authorized capital 0-25%
	6	Share of non-residents in the authorized capital more than 25%
		Complete the interview

Average number of employees for the year of 2013 (ONE answer only):

1 -15 people	1	
16 – 100 people	2	
101 – 250 people	3	
More than 250 people	4	Complete the interview

Sales revenue without VAT for the year of 2013 (ONE answer only):

60 000 000 rubles and less	1	
From 60 000 001 rubles up to 400 000 000 rubles	2	
From 400 000 001 rubles up to 1 000 000 000 rubles	3	
From 1 000 000 000 rubles	4	Complete the interview

Does your company belong to one of the following categories?

	Implementing innovative (modernization) projects	
	Export oriented enterprises	
	Companies involved into import activities	
	Does not belong to any of the categories	Complete the interview

Main types of activities in the total sales revenue / turnover for the year of 2013:

(Please mark not more than 3 variants of answers):

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
	Agriculture, hunting and forestry	
	Fish catching and fish breeding	
	Minery	
	Production of consumer goods (including processing of agricultural products)	
	Production of industrial products	
	Production and dissemination of electricity, gas and water	
	Wholesale and retail trading	
	Repair of automotive means, motorbikes, home appliances, etc.	
	Hotels and restaurants	

	Transportation and communication	
	Construction	
	Financial activities	
	Real estate management, rent and service provision	
	Insurance	
	Education	
	Public health and medical services	
	Other services to population: <i>indicate what exactly</i> _____	
	Other services of production character: <i>indicate what exactly</i> _____	
	Other types of activities: <i>indicate what exactly</i> _____	

Legal status of the company (ONE answer only):

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Private (individual) entrepreneur		1
Limited liabilities company		2
Joint stock company of open type		3
Joint stock company of close type		4
Other: <i>indicate what exactly</i> _____		5

Year of registration of your company _____

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
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EXPERIENCE IN THE SPHERE OF FOREIGN ECONOMIC ACTIVITIES

Does your company carry out foreign economic activities?

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Yes		1
No		2

(i2_2). If «Yes», for how many years your company has been involved into the foreign economic activities?

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Up to 1 year		1
Up to 3 years		2
Up to 5 years		3
Up to 7 years		4
Up to 10 years		5
More than 10 years		6

(i2_3). If «Yes», with what countries you cooperate in the sphere of foreign economic activities?

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		

(i2_4). Is your company involved into export activities?

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Yes	(go to question (i2_5))	1
No	(go to question (i2_7))	2

(i2_5). If «Yes», what % in total sales belongs to export

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Up to 10%		1
10% - 25%		2
25% - 40%		3
40% - 55%		4
55% - 70%		5
70% - 85%		6
85% - 100%		7

(i2_6). If «Yes», to what countries you export your products

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		

(i2_7). If «No», does your company / product have export potential?

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Yes		1
No	(go to question (i2_8))	2

(i2_8). If «Yes», do you plan to start export activities in the nearest 2 – 3 years?

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Yes		1
No		2

(i2_9). Does your company carry out import activities?

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Yes		1
No		2

(i2_10). If «Yes», from what countries do you import products?

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		

(i2_11). What are from your point of view the main barriers and difficulties preventing SMEs from starting and developing foreign economic activities?

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i2_11_1)	Lack of information on the opportunities and requirements of international markets	
(i2_11_2)	Lack of information on potential partners	
(i2_11_3)	Non-conformity of the products / goods to the requirements of international markets	
(i2_11_4)	Absence of certification of products / goods in accordance to international standards	
(i2_11_5)	Lack of financial resources for export activities development	
(i2_11_6)	Lack of knowledge / qualification of the staff to carry out export activities	
(i2_11_7)	Old equipment and production technologies	
(i2_11_8)	Lack of opportunities for promotion of the products / goods to international markets (business missions, exhibitions, fairs, B2B meetings, etc.)	
(i2_11_9)	Unprotected intellectual property rights	
(i2_11_10)	Other: <i>indicate what exactly</i> _____	

AWARENESS AND LEVEL OF USAGE OF INFORMATION RESOURCES WHILE IMPLEMENTING FOREIGN ECONOMIC ACTIVITIES

Please evaluate your own awareness and knowledge on the availability of information resources (Russian and international) for stimulation and involvement of SMEs into foreign economic activities

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Very badly informed		1
Rather badly informed		2

More or less informed	3
Rather well informed	4
Very well informed	5

(i3_2). Have you ever used such information resources while entering international markets to search for foreign partners / information / market data

<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>		
Yes		1
No	(go to question (i3_4))	2

(i3_3). If «Yes», with what exactly (indicate the name of the resource, give the link)

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i3_3_1)		
(i3_3_2)		
(i3_3_3)		
(i3_3_4)		
(i3_3_5)		

(i3_4). If «Yes», indicate what characteristics you liked most of all?

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i3_4_1)		

(i3_5). If «No», indicate what characteristics you did not like most of all?

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i3_5_1)		

(i3_6). If you never used such information resources, then why?

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i3_6_1)	Not aware of such information resources	
(i3_6_2)	No need	
(i3_6_3)	No trust	

(i3_6_4)	Difficult to search for information	
(i3_6_5)	Takes too much time	
(i3_6_6)	Do not want to give any information on myself / my company	
(i3_6_7)	Other: <i>indicate what exactly</i> _____	

(i3_7). What from your point of view should have such an information resource on the APEC economies:

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i3_7_1)	General information on the requirements of international markets (legislation, certification, registration, customs, etc.)	
(i3_7_2)	General information (review) on the economic situation of foreign countries (main sectors, future prospects and forecasts, statistics, etc.)	
(i3_7_3)	Information on cooperation proposals (export / import / distribution / joint production / investment / localization of production, etc.)	
(i3_7_4)	Information on tenders	
(i3_7_5)	Information on promotion events and activities (exhibitions, fairs, conferences, forums, etc.)	
(i3_7_6)	Information on enterprises (databases with contacts, sphere of activity, products description, etc.)	
(i3_7_7)	Regular information dissemination	
(i3_7_8)	Other: <i>indicate what exactly</i> _____	

(i3_8). Using such an information resource on APEC economies, you would like to have ...

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i3_8_1)	Possibility to act myself (search for information, download my profile, search for various business proposals, etc.)	
(i3_8_2)	Possibility to use consulting services of the specialists related to such an information resource	

(i3_9). Such a resource on the APEC economies should information:

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i3_9_1)	Only in Russia	
(i3_9_2)	Only in English	
(i3_9_3)	In Russian and English languages	

(i3_10). Are you ready to register profile of your company on such an information resource on the APEC economies:

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i3_10_1)	Yes	
(i3_10_2)	No	

(i3_11). Are you ready to pay for the usage of such an information resource on the APEC economies:

	<i>Code of no answer: «88» -refuse from the answer; «99» - difficult to answer</i>	
(i3_11_1)	No	
(i3_11_2)	Yes	
(i3_11_3)	Other: <i>indicate what exactly</i> _____	

WE ARE GRATEFUL FOR YOUR ANSWERS TO THE QUESTIONNAIRE!

THANK YOU FOR COOPERATION!

Do not forget to get agreement of the respondent for providing contacts needed for the further control!

Name & surname of the respondent _____

Contacts of the respondent (telephone, e-mail) _____

Name of the company _____

Contacts of the company (telephone, e-mail) _____

Name & surname of the respondent _____

Contacts of the interviewer (telephone, e-mail) _____

Date of interview ____/____/____