SELECT LIBRARY MANAGEMENT SOFTWARE VENDORS IN TAMILNADU WITH REFERENCE TO THEIR MARKETING STRATEGIES: A STUDY

QUESTIONNAIRE FOR VENDORS

COMPANY PROFILE

1. Name of the Company :

2. Size of the company : a) Small  
b) Medium  
c) Large

3. Year of establishment :

4. Is there a separate software marketing division in your company?  
a) Yes  
b) No

5. Specify the number of persons in your marketing division

6. Please tick the level of geographical coverage of the marketing?  
a) State  
b) Inter state (Regional)  
c) National  
d) International

7. State the types of software that the company dealt with.  
a) General + Library Management Software  
b) Exclusive Library Management Software

8. Does the software package have restriction level? (Service limit, Collection limit, report generation limit)  
a) Yes  
b) No
PRODUCT PROFILE

1. Please specify the platform details (Source languages)
   a) Front end - VB others specify----------------------
   b) Back end – SQL others specify----------------------

2. Specify the different modules in your software

3. Does the library software has the facility of customizing to the local requirements?
   a) Yes    b) No

4. Who are involved in your software development team?
   a) Computer Professionals
   b) Library Science Professionals
   c) Marketing Professionals
   d) Others

5. How many versions of software you have brought out so far?
   a) Single    b) Two
   c) Three    d) More than three

6. How do you differentiate your software product from those of your Competitors? (Pl. Rank 1..2..3…4)
   a) Product image    b) Uniqueness
   c) Cost    d) After sales service and support

MARKETING STRATEGY

1. How do you market your product?
   a) Directly in person    b) Through marketing team

2. What is your pricing policy?
   a) Library size based    b) Situation based
   c) Package size and level based    d) Seasonal
   e) Uniform
3. What kind of payment does your company prefer?
   a) Advancement payment  b) Payment on installation
   c) Payment on installments

4. Which is the major cost factor involved in developing your software?
   a) Infrastructure  b) People
   c) Time  d) Need analysis

5. Do you allow any price discounts and allowances?
   a) Yes  b) No

6. If yes, what kind of discounts you offer?
   a) Cash discounts  b) Functional discounts
   c) Allowances  d) Trial period

7. Whom do you approach to promote your product?
   a) Head of the Institution  b) Librarian
   c) Computer science faculty  d) Administrative officer

8. What are the channels used for creating product awareness?
   a) Sales persons  
   b) Leaflet / Broachers  
   c) Internet  
   d) Advertisement in LIS Publications  
   e) Demo in professional Conferences / Seminars / Workshops  
   f) Any other Pl. specify ----------------------------------

9. What is the method of approach for product awareness launch?
   a) Demo Pack  b) Trial Pack  c) Both

10. What are the steps taken for the sales promotion?
    a) By sending sales team often  
    b) By sending mails  
    c) Leaves the decision to Institution head  
    d) Any other channel of influence ------------------------------

11. Which is your distribution channel?
    a) Direct marketing  
    b) Through distributors
SERVICES PROVIDED

1. Which section of the library staff do you include in your training?
   a) Librarians   b) Computer staff and Library
   c) All technical staff in the library

2. How does your company perform the after sale service?
   a) AMC    b) Periodical visit
   c) Visit on calls    d) Pay per visit

3. What are your efforts to measure the user satisfaction?
   a) Feedback from the Librarian
   b) Feedback from library computer staff

4. Do you record periodical feedback from your clients?
   a) Yes       b) No

5. How do you use the feedback in streamlining in marketing?
   a) By incorporating modifications in applied versions
   b) Proposed to incorporate in a new version

6. Kindly provide the list of customers (Pl. enclose)

7. Level of Problems in marketing the software products (Please tick)

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<thead>
<tr>
<th>S. No</th>
<th>Problems</th>
<th>Low</th>
<th>Middle</th>
<th>High</th>
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<tbody>
<tr>
<td>1</td>
<td>Lack of technical knowledge</td>
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<td>2</td>
<td>Funding problems</td>
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<td>3</td>
<td>Less technical skill</td>
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<td>Not updated computer configuration</td>
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<td>5</td>
<td>Price bargaining</td>
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<td>Little influence in purchase</td>
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<td>7</td>
<td>Taste of customized software</td>
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<td>No proper planning</td>
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<td>9</td>
<td>Lack of software evaluation techniques</td>
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<td>10</td>
<td>Annual maintenance contract (AMC)</td>
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THANK YOU FOR YOUR CO-OPERATION AND PATIENCE.

ADDITION : Please feel free to state if any other problem which arose in marketing the product.