APPENDIX - II
INTERVIEW SCHEDULE - II
(To the Suppliers)

1. Profile of the Supplier

1.1 Name and address of the Supplier:

1.2 Nature of Establishment:
   a. Sole Trader
   b. Partnership
   c. Company

1.3 Year of Establishment of Business:

1.4 Capital invested (Rs.):

1.5 Annual turnover:

1.6 Style of operation:
   a. Manufacturers
   b. Ginners
   c. Traders
   d. Brokers
   e. Shopkeepers

1.7 You are supplying for:
   a. Cash
   b. Credit
   c. Both

1.8 If supplied for credit, the normal terms of credit is:
   a. Thirty days
   b. Forty five days
   c. Sixty days
   d. Seventy five days
   e. Ninety days
   f. Above ninety days
2. Process of Customer identification and Evaluation

2.1 To which type of customers you are serving
   a. Big mills
   b. Small mills
   c. Both

2.2 How would you get to know customers?
   a. Through existing customers
   b. Personal contact
   c. Business enquiries
   d. Trade associations
   e. Advertisements
   f. Through competing traders
   g. Any other (Specify)

2.3 How would you go for customers?
   (Rank No. 1 to the most important factor and No. 2 to the next and so on)
   a. Size of business
   b. Form of organisation
   c. Business experience
   d. Financial status
   e. Past experience
   f. Past reference
   g. Volume of business
   h. Market image
   i. Terms of Trade
   j. Profit margin
   k. Personal factors
3. Selling process

3.1 For purpose of selling your products whom would you approach
   a. Top Management
   b. Functional heads

3.2 How do you initiate the sales process
   a. Voluntary
   b. Enquiry from buyer
   c. On references
   d. All the above

3.3 How would you fix the terms of trade
   a. Through negotiations
   b. As per existing terms

3.4 What types of incentives do you offer
   a. Discount
   b. Free maintenance service
   c. Free installation
   d. Technical advices
   e. Training
   f. Market information
   g. Free transport
   h. Exchange scheme
   i. Hospitality to executives
   j. Any other (specify)
4. Customer relationship

4.1 Specify the name of your customers

<table>
<thead>
<tr>
<th>Type</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Regular</td>
</tr>
<tr>
<td>b.</td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td></td>
</tr>
<tr>
<td>e.</td>
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</tbody>
</table>

4.2 Do you follow customized business practice (e.g. differing price) at par with customer status

a. yes
b. No

4.3 If yes, mark the types of practice followed

<table>
<thead>
<tr>
<th>Regular</th>
<th>Occasional</th>
<th>Rare</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Discount</td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Transportations</td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>Technical advice</td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>Training</td>
<td></td>
</tr>
</tbody>
</table>
4.4 Name the customers who contribute maximum business to you in the recent past
   a.
   b.
   c.
   d.
   e.

4.5 Name the customers who have stopped doing business with you in the recent past.
   a.
   b.
   c.
   d.
   e.

4.6 Rank the probable reasons for those customers in not doing business with you, Rank 1 to the most important and No. 2 to the next and so on
   a. Quality
   b. Delivery
   c. Price
   d. Personal
   e. Credit terms
   f. Change of business

4.7 What attempt you generally make for maintaining good relation with buyer
   a. Prompt supply
   b. Quality maintenance and improvement
   c. Differential pricing
   d. Differential pricing
   e. Adhering to business ethics

4.8 Are you able to comply with the specifications of textile mills
   a. yes
   b. No
4.9 If yes, to what extent you are able to comply with their specifications regarding the following

<table>
<thead>
<tr>
<th></th>
<th>Fully</th>
<th>To maximum extent</th>
<th>To some extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Quality</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>b. Delivery schedule</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>c. Credit terms</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>d. Quantum of supply</td>
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</tbody>
</table>

4.10 Following are the statements relating to supply of machinery/cotton/spares to the mills. Express your opinion by providing tick mark in the suitable column,

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Strongly disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Size of the organisation play significant role</td>
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<tr>
<td>b. We do not discriminate between customers</td>
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<td>c. We feel happy to deal with new customers</td>
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<td>d. Buyers normally delay the payment</td>
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<td>e. Buyers image is important aspect</td>
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<td>f. Terms of payment is the deciding factor</td>
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<td>g. We give weightage to quantity of purchase</td>
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<td>h. We like to be a single source of supply</td>
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<td>i. Incentives increase business</td>
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<td>j. We do not care customers who stopped doing business with us</td>
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<tr>
<td></td>
<td>Strongly agree</td>
<td>Agree</td>
<td>Strongly disagree</td>
<td>Disagree</td>
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<tr>
<td>k.</td>
<td>Occasional buyers are equally important customers</td>
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<td>l.</td>
<td>Unethical practices dominate the market</td>
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<td>m.</td>
<td>We stick to quality norms</td>
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<td>n.</td>
<td>Delivery schedule is most important</td>
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<tr>
<td>o.</td>
<td>Ultimately customer satisfaction is important factor</td>
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<td>p.</td>
<td>Ultimately personal contact decides the business</td>
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<tr>
<td>q.</td>
<td>Textile market is dominated by big mills</td>
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<td>r.</td>
<td>Quality has not assumed significance</td>
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<tr>
<td>s.</td>
<td>We do not prefer to use unethical practice</td>
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<td>t.</td>
<td>Market need to be regularised</td>
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<td>u.</td>
<td>Intermediaries play vital role</td>
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<td>v.</td>
<td>Industrial demand is unpredictable</td>
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<td>w.</td>
<td>Competition has been intensified</td>
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<td>x.</td>
<td>Malpractice are common</td>
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