EXPORT MARKETING OF LEATHER AND LEATHER PRODUCTS INDUSTRY

INTERVIEW SCHEDULE FOR LEATHER MANUFACTURERS

Please tick ✓ the suitable answer wherever applicable.

I. PROFILE OF THE ORGANISATION.

1. Name of the Organisation:

2. Address:

3. Year of Establishment.
   a) Before 1947  b) Between 1947 – 1960

4. Type of Organisation
   a) Proprietorship  b) Partnership
   c) Private Ltd Company  d) Public Ltd Company

5. Educational Qualifications of the Proprietor / Managing Partner / Managing Director of the Organisation.
   a) School Final  b) Diploma in Leather Technology
   c) Degree in Leather Technology  d) Any other Degree

6. No of Workers employed.
   a) Below 40  b) 40 – 80  c) 80 – 120
   d) 120 – 160  e) 160 – 200

7. Amount of Capital Employed
   a) 10 – 20 lakhs  b) 20 – 30 lakhs  c) 30 – 40 lakhs
   d) 40 – 50 lakhs  e) Above 50 lakhs

   a) Owned  b) Borrowed  c) Both

9. If borrowed, Source of Borrowed Funds
   a) From Suppliers  b) From Banks and Financial Institutions
   c) others  d) All the above

    a) Directly from the suppliers
    b) Through Middlemen, Brokers and Agents.
11. Please specify your type of processing
   a) Raw skin to Wet blue  
   b) Raw skin to Finished leather  
   c) Wet blue to Finished leather

12. Production process carried on at
   a) Own Tannery  
   b) Leased Unit  
   c) Job work basis

13. Please indicate the average monthly quantity produced.
   a) Below 25000 sft  
   b) 25000 - 50000 sft  
   c) 50000 - 75000 sft  
   d) 75000 - 100000 sft  
   e) Above 100000 sft

14. Average monthly quantity of Leather exported
   a) Below 20000 sft  
   b) 20000 - 40000 sft  
   c) 40000 - 60000 sft  
   d) 60000 - 80000 sft  
   e) 80000 - 100000 sft  
   f) Above 100000 sft

II. EXPORT MARKETING PROBLEMS.

1. The major problems of Export Marketing of Leather are
   i) Price fluctuation
      a) Very High  
      b) High  
      c) Moderate  
      d) Insignificant
   ii) Delayed Deliveries of Consignments
      a) Very High  
      b) High  
      c) Moderate  
      d) Insignificant
   iii) Insufficient Banking facilities
      a) Very High  
      b) High  
      c) Moderate  
      d) Insignificant
   iv) Inadequate Export Marketing Information
      a) Very High  
      b) High  
      c) Moderate  
      d) Insignificant
   v) Delayed Payments by Exporters
      a) Very High  
      b) High  
      c) Moderate  
      d) Insignificant
   vi) Quality Rejections by Importers
      a) Very High  
      b) High  
      c) Moderate  
      d) Insignificant
   vii) Improper Packing by Exporters or their Agents
      a) Very High  
      b) High  
      c) Moderate  
      d) Insignificant
   viii) Non availability of Standard Assortment Technique
      a) Very High  
      b) High  
      c) Moderate  
      d) Insignificant
   ix) Technical incompetence by Exporters
      a) Very High  
      b) High  
      c) Moderate  
      d) Insignificant
   x) Government policies and regulations are not encouraging to exporters
      a) Yes  
      b) No
xi) Political instability affects Export Trade
   a) Yes  
   b) No

xii) Pollution control measures influences India's Foreign Trade
    a) Yes  
    b) No

xiii) Effluent Treatment charges increase the cost of production and thereby minimizes the Profit.
    a) Yes  
    b) No

xiv) Frequent power cuts destabilizes the production schedule and tends to make changes in consignments by Exporters
    a) Yes  
    b) No

III. EXPORT ORGANISATION AND PLANNING

1. Commitment by Top Management for Exports
   a) Considerable  
   b) Moderate  
   c) Somewhat

2. Form of Organisation setup for exports
   a) Independent Unit  
   b) Export Department within the Unit  
   c) Joint Export and Domestic Sales

3. Number of Executives exclusively for exports
   a) 2 - 4  
   b) 4 - 6  
   c) 6 - 8  
   d) 8 - 10

4. Participation of Staff in Export Management Training Programs
   a) Yes  
   b) No

5. Number of visits to Overseas Markets in 2000 A.D
   a) 0  
   b) 1  
   c) 2  
   d) 3  
   e) 4  
   f) 5

6. The Company's long-range Marketing plans are
   a) Promotion programs  
   b) Marketing Research and Information  
   c) Introduction of new Product  
   d) Entering new Regions  
   e) Opening New Branch offices

IV. EXPORT MARKETING RESEARCH.

1. The Market information is collected through
   a) Importers  
   b) Business Tours  
   c) Independent Surveys  
   d) Agents  
   e) Marketing Consultancies

2. The Staff arrangement for Marketing Research is
   a) Regular  
   b) Temporary  
   c) Through Consultancy Services

3. The facility for continuous feedback and analysis of Marketing Information is
   a) Sufficient  
   b) Insufficient

4. The Product is tested before export
   a) Yes  
   b) No
V. EXPORT PRODUCT MANAGEMENT.

1. The basis for selection of Product for Export is
   a) Having less Competition
   b) Having wide Demand
   c) Price
   d) Product with minimum adaptation

2. The nature of Product Planning for Exports
   a) Same Planning for all Products
   b) Separate Planning for Export Products

3. The Research and Development Facility in the Organisation is
   a) Available
   b) Not Available

4. The Position with regard to latest know-how and technology is
   a) Available
   b) Not Available

5. Use of Brand Name / Trade marks in Overseas Market is
   a) Company’s Brand
   b) Importer’s Brand
   c) Agent’s Brand

VI. EXPORT PRICING

1. Average Prices during Jan - 2000 to Dec - 2000
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2. The method of Computation of Basic price for Exports
   a) Demand Oriented Pricing
   b) Cost Oriented Pricing
   c) Perceived Value Pricing

3. The Factors considered in Pricing Products for Exports
   a) Competitors’ Prices
   b) Strategic importance of entering into the Market
   c) Based on Cost Only
   d) Capacity of the Market to Pay

VII. EXPORT PROMOTION

1. Source of Export Promotion
   a) Advertisement
   b) Through Agents
   c) Internet & E-mail
   d) Through the existing Buyers

2. The basis for Promotion Budget is
   a) Arbitrary
   b) According to market
   c) Percentage of Sales
   d) Amount fixed for each Country
   e) Competitors’ Budget
   f) No Provision
3. The Promotion policy with regard to Market Coverage is
   a) In all markets  b) only when Competition is stiff
   c) Countries with future prospects  d) No policy

VIII. EXPORT MARKET CHANNEL.

1. Types of Overseas markets covered
   a) Developing countries only
   b) Developing and developed Countries

2. Number of Countries covered
   a) 5  b) 10  c) 15  d) 20  e) 25 and above

3. The Distribution channels used in Overseas Markets
   a) Distributors  b) Agents  c) Direct  d) All the Above
INTERVIEW SCHEDULE FOR LEATHER GOODS MANUFACTURERS

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8. Source of Capital:
   a) Owned        b) Borrowed        c) Both

9. If borrowed, Source of Borrowed Funds:
   a) From Suppliers    b) From Banks and Financial Institutions
   c) others           d) All the above

10. Source of the Raw materials:
    a) Directly from the suppliers
    b) Through Middlemen, Brokers and Agents.
11. Please indicate which of the following articles are produced:
   a) Travel Goods  
   b) Belt and Purses  
   c) Shoes  
   d) Leather Garments

12. Production process carried on at:
   a) Own Unit  
   b) Leased Unit  
   c) Job work basis

13. Please indicate the average monthly value of Leather Goods produced:
   a) Below Rs 5 Lakhs  
   b) 5 – 10 Lakhs  
   c) 10 – 15 lakhs  
   d) 15 – 20 lakhs  
   e) Above 20 lakhs

14. Average monthly value of Leather Goods exported:
   a) 0 – 4 Lakhs  
   b) 4 – 8 Lakhs  
   c) 8 – 12 Lakhs  
   d) 12 – 16 Lakhs  
   e) 16 – 20 Lakhs  
   f) Above 20 Lakhs

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