SURVEY QUESTIONNAIRE

“Status of Sports Goods Retail Market of Vidarbha”

Survey Questionnaire for
SPORTS PRODUCTS RETAILERS

Name of the firm: --------------------------------- ---------------
Address: ------------------------------------------ -------------------
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(Researcher assures that your opinion / suggestions will be kept strictly confidential & will be used for purpose of research work only.)

1. Had you been an active participant in some type of sport as a young person? Yes / No.

2. Location of your outlet
   a) In commercial locality ( ),   b) In semi commercial localities ( ),
   c) Near residential area ( ),
   d) Near play grounds ( ).

3. Do you sale exclusively sports goods from your outlet? Yes / No.

4. Number of varieties of sports goods you keep in stock as per their demand in the market.
   a) >15       b) 10 - 15       c) 5 – 10.

5. Has annual turnover of your shop increased by selling sport goods only? Yes / No.

6. Modes of purchasing sports goods
   a) By Inspection on site ( ),   b) By seeing sample ( ),
   c) By description of goods ( ).

7. Which types of sports goods you prefer to purchase most for sale from your outlet? a) Indian Branded goods ( ),
b) Non - Branded goods ( ), c) Imported goods ( ),
d) Local manufactured goods ( ).

8. Do you keep sufficient stock of sports goods required in your area? Yes / No.

9. Which type of sports goods you keep in stock thro' out the year? Please rank,
a) Apparels / Hosiery ( ), b) Sports Shoes ( ),
c) Various types of Sports equipments ( ),
d) Health & Fitness Equipments ( ).

10. Type of incentives you prefer while placing orders from manufacturers? a) Cash Discount ( ), b) Credit Limit ( ),
c) Company's scheme (e.g. gifts) ( ), d) Warranties ( ).

11. Do sports goods manufacturers / whole sellers give credit facility on purchasing their goods? Yes / No.

12. Which policy of manufacturers / whole sellers affects sales of sports goods?
a) By demanding advance payments.
b) Not dispatching ordered goods as scheduled.
c) Increasing rates at the time of dispatch.

13. Which factor is important for selling a particular sports product?
   a) Company goodwill in the market.
b) Quality of goods & services provided by company.
c) Personal interest in goods & services provided by company.
d) Credit facility given by company.

14. Do qualified marketing agent of Manufacturers regularly visit your outlet? Yes / No.
15. Do you provide detailed catalogue of the sports goods to consumers? Yes / No.
16. Do marketing agents disclose company policy related to sales of particular sports goods? Yes / No.
17. Do customers feel safe in transactions while purchasing the goods of reputed companies? Yes / No.
18. Do manufacturers show sincere effort in solving customer problems? Yes / No.
19. Are you aware of latest innovated sport goods? Yes / No.
20. Which goods does customer prefer most from your outlet?
   Please rank,
   a) Imported goods (  ),   b) Indian Branded goods (  ),
   c) Non-branded goods (  ),   d) Local manufactured goods (  ).
21. Which incentives you give to customers on bulk purchase of sports goods? a) Cash Discount, b) Companies scheme (if applicable), c) Credit facilities, d) Gift Items.
22. Do you analyze reasons for the lost customer? Yes / No.
23. Do you encourage your customer to switch for newly innovated sports goods? Yes / No.
24. Do continuous innovations in sport goods increase sales of those particular goods? Yes / No.
25. Are Imported sports goods cheap as compared to Indian sports goods? Yes / No.
26. What should be the net profit on sports goods sold?
   a) >20%,   b) 20- 15%,   c) 10-15%,   d) <10%
27. Is recovery of debt easily possible from customers of your region? Yes / No.
28. Do you feel Govt. Taxation policy affects sales of sports goods? Yes / No.

29. Which policy competitors in your region apply for increasing their sales?
   a) Giving maximum cash discount to customer,
   b) Giving gifts on every purchase,
   c) Selling goods on credit, d) Advertising impact.

30. Is Geographic Location of your area helpful in sales of sports goods? Yes / No.

31. Do you have storage / gowdown facility? Yes / No.

32. Does the change in Indian Economic condition affect prices of sports goods? Yes / No.

33. In your view, present Scenario of sports goods retail market of Vidarbha region? a) Improving, b) Declining, c) Stable.

34. Are customer attracted by packaging style of sports goods they desired to purchase? Yes / No.

35. Do you have sufficient space for display of sports goods in your outlet? Yes / No.

36. Do you think there is brand awareness among the customers regarding sport goods? Yes / No.

37. Does relying on advertisement / publicity may increase sales in your region? Yes / No.

38. Modes sports goods retailers prefer for advertising:
   a) Local newspaper,
   b) Display of hoardings / banners in prime locations,
   c) Sponsoring various tournaments, d) Advertising in sports magazines, e) Endorsing sports personality in your area.
39. Do you possess any degree related to Physical education? Yes / No.

40. Does employment opportunity for Physical education graduates exists in retail sector? Yes / No.

41. Which factor you feel may change your sales forecast? Please rank,
   a) Consumer Earnings increased ( ),
   b) Political events in the area ( ),
   c) Renovating or Developing superior outlet ( ),
   d) Goods changes, style, quality, packaging design ( ),
   e) Credit Policy ( ),
   f) Having sufficient working capital ( ),
   g) Spending more amount on Advertisement ( ),
   h) Appointing more qualified employers in outlet ( ).

42. Are you satisfied with the present knowledge of Physical education graduates employed in retail sector? Yes / No.

43. Which factor you feel may change employment forecast of Physical education graduates? Please rank,
   a) By overhauling the present Curricula ( ),
   b) By adopting Innovated teaching skills ( ),
   c) Compulsory Internships / Training to undergraduates in sports goods manufacturing firms ( ),
   d) Increase in Private Sponsorships ( ).

44. Major reasons for purchasing the sports products?
   a) For self satisfaction,  b) For better skill performance,
   c) Goods are cheap,  d) For fashion,  e) Feels necessity of goods.
45. Consumer Age Groups visiting your outlets frequently.
   a) > 12 yrs,  b) 12 - 18 yrs, c) 18-25 yrs, d) 26 – 40 yrs,
   e) > 40 yrs.

46. Please indicate the customers’ opinion after visiting your outlet

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<th>Sr. No.</th>
<th>Criteria</th>
<th>Degree of impact</th>
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<tbody>
<tr>
<td>a.</td>
<td>Price</td>
<td>Low</td>
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<td>b.</td>
<td>Quality of goods</td>
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<td>c.</td>
<td>Brand name recognition</td>
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<td>d.</td>
<td>Customer satisfaction</td>
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<td>e.</td>
<td>Effect of educated employee</td>
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<td>f.</td>
<td>Discounts and sales</td>
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<td>g.</td>
<td>Packaging Attractiveness</td>
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<td>h.</td>
<td>Convenience of outlet location</td>
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<tr>
<td>i.</td>
<td>Broader choice for goods</td>
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<td>j.</td>
<td>Guarantees/Warranties</td>
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<td>k.</td>
<td>Flexible payment terms</td>
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<td>l.</td>
<td>Innovation effectiveness</td>
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<td>m.</td>
<td>Display of sports goods</td>
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47. Any other valuable suggestions you like to give on the above topic.

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Thanks for your kind cooperation