APPENDICES

7.1 Request/Guidelines for filling the Questionnaire

7.2 Questionnaire

7.3 Rotated Component Matrix

7.4 List of Research Paper Published
SURVEY QUESTIONNAIRE LETTER

Dated: DD/MM/YYYY
Title, First name, Last Name
Postal Address

Subject: Questionnaire – Micro Small and Medium Enterprises in Indore Region: A Study of Export Potential

Dear ___________________,

I request that you fill out the questionnaire because of your acquaintance, association, connection, contribution and experience of working in the MSME sector in Indore.

This study intends to explore the overall export potential of MSMEs from Indore region. This survey consists of simple questionnaire, copy of which is attached. I assume it will hardly take under 10 minutes to complete in most circumstances. I appreciate that your time is a very scarce resource and will be thankful for your devoting time to this study.

I will make sure that your name and response will remain strictly undisclosed and will not be used for anything other than this study. If you have any difficulty or issue regarding this matter, please fill free to contact me at the below mentioned number.

Thank you for your assistance and consideration.

Yours Sincerely

Parul Sharda
Doctoral Candidate
+91-99266-11705
QUESTIONNAIRE

APPENDIX – II

Dear Respondent,

I am a Ph.D. scholar and working on the topic “Micro, Small and Medium Enterprises in Indore Region: A Study of Export Potential”. Hence I need your support by way of your response to this questionnaire, so that my research can be pursued, it will take just 6-7 minutes of your precious time to get filled. Kindly tick the option which comes first to your mind. The data collected will be used only for research purpose. I will be thankful for each minute you will be giving to complete this form. Information provided by you will be kept confidential. Please forward this email to other MSME’s known to you.

Q.No. 1 Your Enterprise comes under;
Micro ○ Small ○ Medium ○

Q.No. 2 Main Industry under which your firm operates is: (like: Food / Textile / Pharmacy etc.)
Please specify __________________________________________

Q.No. 3 Nature of Organization:
Proprietary ○ Partnership ○ Private Ltd. ○ Public Ltd. ○
Co-operatives ○ Other: __________________________________

Q.No. 4 Your Business Activity includes:
Manufacturing ○ Repairing / Maintenance ○ Assembling ○
Services ○ Other: ______________________________________

Q.No. 5 Name of the Product / Services you Offer:
Please specify __________________________________________

Annual Turnover
< Rs. 10 Lakh ○ Rs.10 Lakh > 25 Lakh ○ Rs.25 Lakh > 5 Crore ○
Rs.5 Crore > 10 Crore ○ > Rs. 10 Crore ○
Q.No.6  Sources of Funds:

- Public Sector Banks
- Small Industries Development Bank of India (SIDBI)
- National Small Industries Corporation Limited (NSIC)
- Madhya Pradesh Financial Corporation (MPFC)
- Small Industries Development Organization (SIDO)
- Other: _________________________________________

Q.No.7  Nature of Business:

- Domestic ☐  Export ☐  Both ☐

With regards to your firm's current/future export business please indicate how much you agree or disagree with the following statements:

Q.No.8  Networking Opportunities such as: Industry Events / Seminars / Trade Fairs / Buyers-Sellers Meet / Global Investors Summit etc. conducted in Indore are beneficial to explore new avenues and also to boost our existing Export Business:

- Strongly Disagree ☐  Disagree ☐  Neutral ☐  Agree ☐  Strongly Agree ☐

Q.No.9  We are aware of all the Schemes and Programmes run by Government which helps in boosting exports:

- Strongly Disagree ☐  Disagree ☐  Neutral ☐  Agree ☐  Strongly Agree ☐

Q.No.10  Government Agencies assist in a well defined manner to understand the Government Schemes and Programmes related to Export:

- Strongly Disagree ☐  Disagree ☐  Neutral ☐  Agree ☐  Strongly Agree ☐

Q.No.11  Our firm is having sufficient knowledge about Export related services such as Freight, Insurance, Finance etc.:

- Strongly Disagree ☐  Disagree ☐  Neutral ☐  Agree ☐  Strongly Agree ☐
Q.No.12  Our firm is well versed with formal procedure and discipline required in Exporting:

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
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Q.No.13  Our firm is having sufficient transportation facilities required in Export Business:

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<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
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Q.No.14  Our firm is having necessary general labor skills required for Exporting:

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Q.No.15  Our firm is having necessary Managerial Skills required for Exporting:

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<thead>
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</thead>
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Q.No.16  Our key people responsible for Exports have required Export Experience:

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<thead>
<tr>
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</thead>
</table>

Q.No.17  Inland Container Depot (ICD) in Pithampur (Indore) brings major advantage to our Firm:

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
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<th>Strongly Agree</th>
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</table>

Q.No.18  Exporting 'is' / 'will be' key to our Firm's future success:

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
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</table>

Q.No.19  Exporting 'is' / 'will be' not too difficult for our Firm:

<table>
<thead>
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<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
</table>
Q.No.20 Our Firm has sufficient working capital to finance Export Business:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.21 Our Firm can offer competitive credit terms to Overseas Buyers:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.22 Our Firm may be recognized for technologically superior products in Domestic as well as Export Market:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.23 Our Firm has sufficient manufacturing / servicing capacity to meet Export Orders:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.24 Our Firm provides regular industrial / technical training to our Employees to boost Exports:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.25 Our Firm has potential to provide regular behavioral / soft skills training to our employees to enhance Export relations with Overseas clients:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.26 Our firm qualitatively competes in Domestic / Export Market:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.27 Our Executives keep up to date with the relevant market information which helps in identifying the opportunities available globally through internet:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree
Q.No.28 Our Experts understands customer requirements through online customer feedback system:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.29 Our Firm improves and modifies an existing product according to customer requirements Domestically and Globally when required:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.30 Our Firm develops new product for Customers Domestically and Globally when required:

Strongly Disagree  Disagree  Neutral  Agree  Strongly Agree

Q.No.31 Which of the following best describes your firm?

Marginal Exporter: Exporting is marginal business activity which is primarily conducted on the basis of filling unsolicited orders from abroad.

New Exporter: The firm has recognized exporting strategically important to the firm, and therefore targeting new market for the same.

Established Exporter: The firm is successfully exporting to more than one country and actively explores new overseas market opportunities as a routine business activity.

Majority Exporter: The firm derives majority of its sales from exporting.

Q.No.32 For how many consecutive years your firm has been engaged in exporting:

Please specify ________________________________

Q.No.33 Your Export unit comes under:

- 100% Export Oriented Units (EOU)  Joint Venture
- Special Economic Zone (SEZ)  Export Processing Zone (EPZ)
- N.A  Other: ________________________________
Q.No.34 Percentage of Exports from Total Production:

- 0-25%
- 25-50%
- 50-75%
- 75-100%

Q.No.35 Which Payment term do you find safe and competitive while dealing with Overseas Buyers: (you can choose more than one option)

- Cash in Advance
- Letter of Credit
- Bill of Exchange
- Open Account
- Other: ____________________________

Q.No.36 Does your Firm is availing/wants to avail the different Export Promotion Programmes and Schemes provided by Government of India?

- Yes
- No

Q.No.37 Tick the respective Schemes which you have availed/want to avail, that are beneficial to boost Export Business of your Firm:

- Rajiv Gandhi Udhyog Mitra Yojna (RGUMY)
- Credit Linked Capital Subsidy Scheme for Technology Upgradation (CLCSS)
- National Manufacturing Competitiveness Programme (NMCP)
- Micro and Small Enterprises Cluster Development Programme (MSE-CDP)
- Scheme for Capacity Building
- Credit Guarantee Fund Trust Scheme (CGFTS)
- ISO 9000/ISO14001/HACCP Certification and bar-coding reimbursement Scheme
- Trade related Entrepreneurship Assistance and Development (TREAD) for Women
- Integrated Infrastructural Development Scheme (IID)
- Market Development Assistance schemes (MSME-MDA)
- Participation in International exhibitions and fairs
- Financial assistance for using Global Standards (GSI) in bar-coding
- Purchase and price preference policy
- Mini Tool Rooms
- Assistance to Entrepreneurship Development Institutes
- Vendor Development Programme
Scheme of National award
Scheme for Micro Finance Programme
Prime Minister’s Employment Generation Programme (PMEGP)
Sensitization Programme on Bar-coding, WTO, IPR and Export Packaging
Other: ____________________________

Q.No.38 If not, then what are the reasons:
- Lack of Awareness
- Lack of Operational Efficiencies
- Lengthy and cumbersome Process
- Lack of Formal Procedure and Discipline
- Schemes and Programmes are not attractive and beneficial
- Time consuming with very low benefits.
Other: ____________________________

Q.No.39 Do your business is affected by Foreign Direct Investment (FDI)?
- Yes
- No

Q.No.40 Do FDI has contributed to the growth of your organization
- Yes
- No

Q.No.41 In what Percentage FDI has contributed to the Growth of your Organization:
Please specify ____________________________

Q.No.42 Do your Firm incorporates the latest technology:
- Yes
- No

Q.No.43 Time period in which you upgrade the technology of Production:
- Within 1 Year
- 1-5 Years
- More Than 5 Years

Q.No.44 New technology implemented in your enterprise has improved the production:
- Yes
- No
Q.No.45 Percentage increase in production after implementation of new technology:
Please specify ____________________________________________

Thanks you completing this questionnaire. Further comments and suggestions are welcome below:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
### APPENDIX – III

Table – ROTATED COMPONENT MATRIX

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Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

*a*. Rotation converged in 6 iterations.
LIST OF RESEARCH PAPERS

1. Impact of Information Technology on MSMEs In Indore Region Published in International Journal of Research in Commerce, IT and Management, Volume No. 4 (2014), Issue No. 06 (June), ISSN 2231-5756.

