APPENDIX
Dear Sir/ Madam,

I am conducting a survey of the main exporting firms in floriculture, to ascertain the magnitude of problems the Indian floriculture industry is presently facing. The requirements and expectations of the industry in the wake of global opportunities and competition, are to be studied. The status of Indian floriculture industry in the international marketing arena is to be analysed and conclusions to be drawn, leading to suggestions regarding the strategic course of action.

This study is purely academic and is undertaken to collect primary data from the industry, to help me fulfill the requirements of Ph.D. course in Business Administration. The questionnaire is divided in three parts. Part ‘A’ relates to firm-specific questions of a general nature, while in part ‘B’ & ‘C’, your valuable opinion is required for the industry- related issues. While special care has been taken not to seek confidential information relating to your firm (Part ‘A’), however if you do not wish to divulge any/all of such information, your valuable views and suggestions in part ‘B’ & ‘C’, will be of great help for this analytical study. The filled in questionnaire may kindly be sent to me in the enclosed self-addressed envelope.

Thanking you,

Yours faithfully,

Mohd. Afaq Khan
Student of Ph.D course,
Department of Business Administration,
A.M.U., Aligarh – 202 002.
QUESTIONNAIRE

PART – A (General Information).

1. a) Name of the Company  
b) Address

2. Status (Producer exporter/Merchant exporter)

3. Year of establishment

4. Location of the Farm

5. Size of the Farm  
   a) Covered area  
   b) Open field area

6. Crops grown :  

<table>
<thead>
<tr>
<th>a) Under Cover</th>
<th>Area in hectares.</th>
<th>b) In open field</th>
<th>Area in hectares.</th>
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<td>Total open area</td>
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7. Do you have any technical, financial or other collaborations? If yes, please provide information with respect to the following agreements:
   a) Technical Collaboration :  
   b) Financial Collaboration :  
   c) Buy back agreement :  
   d) Any other
8. Do you have any arrangements for the import of the following? Please mention the supplier’s name and the country from where the following are being arranged.
   a) Planting material :
   b) Greenhouse :
   c) Other equipment :
   d) Technical personnel & consultants :
   e) Any other :

9. Please give information relating to the present export markets, for your products:

<table>
<thead>
<tr>
<th>Country</th>
<th>Products Exported</th>
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10. Please give information relating to the product profile of your company, for exports:

<table>
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<tr>
<th>Name of the crop</th>
<th>Varieties for export</th>
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11. What are your future plans for expansion/diversification?

12. Any other information relating to your firm, that you would like to mention?
PART – B (Structured interview).

1. What do you think should be the minimum viable size of a floriculture project?
   a) Less than 2 hectares. 
   b) 2 – 5 hectares
   c) 6 – 10 hectares
   d) More than 10 hectares

2. Please rate the importance of the following on a 5 – point scale.
   (Scale: 1 = Not important, 2 = Somewhat important, 3 = Important,
   4 = Very important & 5 = Extremely important).
   a) Proximity to international Airports
   b) Selection of plants/varieties.
   c) Adoption of new technologies.
   d) Update information on international requirements/regulations/trends.
   e) Saving on production costs.
   f) A diverse product-line
   g) Effective packaging.
   h) Quality control measures.
   i) Grading & conditioning.
   j) Exploring new markets.
   k) Need for organised domestic market.
   l) Cooperatively export floriculture Products.
   m) Research & Development

3. How often do you visit your farm?
   a) Upto 2 times a month.
   b) 3 – 5 times a month.
   c) 6 – 10 times a month.
   d) more than 10 times a month.

4. In order to benefit from the economies of scale, do you think Indian growers/exporters should cooperatively use cold chain facilities?
   Yes 
   No

If yes, in order of importance, please rank the use of the following on a cooperative basis, on a 5 – point scale.
   (Scale: 1 = Not important, 2 = Somewhat important, 3 = Important,
   4 = Very important & 5 = Extremely important).
   a) Grading & Packing halls
   b) Pre-cooling chambers
   c) Refrigerated vans
   d) Air cargo space
   e) Any other, please specify

Has any attempt been made in this direction?
   Yes
   No

If yes, with regard to which of the following?
   a) Grading & Packing halls
   b) Pre-cooling chambers
   c) Refrigerated vans
   d) Air cargo space
   e) Any other, please specify
5. a) Do you think India has any competitive advantage in the global floriculture market-place?  
   Yes [ ]  No [ ]

b) If yes, please specify with regard to:
   i) Natural advantage
   ii) Cost advantage
   iii) Innovative advantage
   iv) Any other advantage

6. Please rate the following disadvantages/shortcomings which affect floriculture firms in India on a 5-point scale.
   (Scale: 1 = Not at all affect, 2 = Somewhat affect, 3 = Medium effect, 4 = High effect & 5 = Very high effect).
   a) Costly airfreight [ ]
   b) High cost of capital [ ]
   c) High cost of technology [ ]
   d) Bad interior roads [ ]
   e) Interrupted power supply [ ]
   f) Weak domestic market [ ]
   g) Lack of technical personnel [ ]
   h) Insufficient cold room space at major international airports [ ]
   i) Tedious phytosanitary certification [ ]
   j) Non-availability of cargo space during peak seasons [ ]
   k) Lack of fumigation facility at major airports [ ]
   l) High royalty on planting material [ ]
   m) High rate of E.U. duty on Indian floriculture products [ ]
   n) Non-availability of good quality planting material in India [ ]
   o) Non-availability of selected plant-protection chemicals in India [ ]
   p) Any other, please specify: [ ]

7. Are you satisfied with the following works done by the Indian Government to boost floriculture exports? Please rate the satisfaction level on a 5-point scale.
   (Scale: 1 = Extremely dissatisfied, 2 = Dissatisfied, 3 = Neither satisfied nor dissatisfied, 4 = Satisfied & 5 = Extremely satisfied.)
   a) Establishment/enhancement of cold store space at major airports [ ]
   b) Subsidies to exporters for purchase of refrigerated vans and other cold-chain infrastructure [ ]
   c) Subsidies for establishment of greenhouse [ ]
   d) Air freight subsidy [ ]
   e) Promotional work through trade fairs/buyer-seller meets [ ]
   f) Work relating to establishment of Floriculture Infrastructure Parks [ ]
   g) Work relating to establishment of Flower Auction Centres [ ]
   h) Abolition/reduction of import duty on planting material [ ]
   i) Overall role of the Government in promoting floriculture exports [ ]
PART – C (Unstructured interview)

1. The past decade has witnessed a spurt in commercial production of floriculture throughout the country, still Indian floriculture has not made any significant mark in the global market-place. What do you think are the reasons?

2. What steps do you expect from the Government to further boost the production and Exports of floriculture products?

3. Quality-wise Indian floriculture products do not command a high brand image and get low realisations at international auctions. What course of action do you think the Indian floriculturists should take to improve the over-all image of Indian floriculture Products?

4. (a) Nineteen per cent (1997 data) of Israeli producers export through a brand name ‘Carmel’. Do you think some Indian producers should cooperatively market their produce under strict quality control, through a common brand and try to build long-term brand image and loyalty in the international market place?

   (b) Has any attempt been made in this direction?
5. (a) Do you believe that a strong domestic market is necessary for quality production and viability of floriculture units?

(b) Do you foresee inter-firm rivalry in the domestic market as a benchmark for quality production and to effectively gear up to compete in the global market arena?

6. (a) Who are the major competitors for India in the global floriculture market?

(b) Which nations do you foresee as potential competitors for India in the coming decade?

7. (a) What should be the target markets for Indian floriculture products?

(b) Do you believe the Indian floriculture industry will stabilise its foot-hold within the next 5 years or so?

8. Any suggestions for the Indian floriculture industry?

Place:
Dated:
Name of Company Spokes-person:
Designation:

(Thank you very much for your kind cooperation)