QUESTIONNAIRE
(Retailer survey.)

A  Biodata (personal information)

Name of the retailer:

Age and sex: Years M/F


B  Information about the shop:

Name of the shop:
Address:

Type of business: Grocery/ stationery/ both
Products deal in (fruit and vegetable based)

Mode of constitutions: Sole proprietorship/ partnership/ Co-operative

1. Do you deal in any fruit and vegetable based product?
   Yes/No.
2. Which type of fruit and vegetable based product do you deal in?
   Locally manufactured/marketed from outside the state/both.

3. In which type of products is the rate of sale high?
   Locally produced/ marketed from outside.

4. In your opinion what is the main drawback of the local fruit and vegetable based products of Assam?
   Lack of advertisement / lack of efficient entrepreneurs/ Unattractive labelling/ Inadequate packaging/ Inadequate quality.
(xii)

5 Is the locally produced fruit and vegetable products sufficient in supply? Yes / No.

6. In your opinion, which of the products have a higher price? Local/ outside

7 Do the customers prefer a particular brand of fruit and vegetable products marketed from outside? Yes / No.

8. Name the brand ........................................

9 In your opinion, which local brand of product do you consider to be high in demand? ....................

10. In which fruit and vegetable based product do you have a greater margin of profit?
Locally produced/ Marketed from outside.

11 Which type of fruit and vegetable based products has a greater demand among the customers.
Locally produced / Marketed from outside the state.

12 Do you think the fruit and vegetable based units of Assam are less prosperous than those of outside?
Yes / No

13 If so, why?

14 In your opinion, is the demand of the fruit and vegetable based products of Assam equivalent to its supply?
Yes / No.

15 Do you get any credit facility from the fruit and vegetable based units of Assam? Yes / No

16. If yes, which periodicity do you expect to get?

17. Which kind of channel of distribution do the fruit and vegetable based units of Assam recourse to?
Producer . Wholesaler. . retailer. . customer
Producer . retailer . customer
Producer .... customer.
18. Do the fruit and vegetable based units of Assam have a shop to shop campaigning service of their products? Yes / No.

19. Are you aware of any fruit and vegetable based units of your District? Yes / No.

20. Is there any step taken by the fruit and vegetable based units of Assam to boost up their sale? Yes / No.

21. What type of step?
   Free gifts/ Discount/ any competitions among the customers.

22. Is there any facilities of returning the products to the manufacturers after the date of expiry? Yes / No.

23. Which of the products give a greater credit period?
   Local/ outside