ANNEXURE 2

SURVEY OF DYESTUFF TRADE INTERMEDIARIES

Name of the company: _________________________________________________

Company's Turnover in Quantity_______te and Value Rs _________

1. Which are the dyes manufactured you are intermediarie for ?

2. What market growth you anticipate for each class of dyes you deal ?

3. What is the level of Intracompetition ?
   1. Very intence
   2. Intence
   3. Average
   4. Nill

4. What is the level of Intercompetition ?
   1. Very intence
   2. Intence
   3. Average
   4. Nill

5. Rate according to importance on a five point scale the factors that can increase your sales? 1 - least important and 5 - very important
   1. Promotion tools used
   2. Product availability
   3. Trade push
   4. Discounts
   5. Mutual Understandings
   6. Personal Contacts
   7. Competitive pricing
   8. Quality of the product
   9. After sales service
   10. Distribution channel adopted

6. What are the promotional tools used for selling dyes?
1. Shade cards and samples
2. Advertisement in technical journals
3. Sales presentations
4. Seminars / Trade shows

7. Does product availability affect your sales?
1. Yes
2. No

8. What type of trade push is required for increasing your sales?
1. Competitive Markup
2. Credit period
3. Both

9. Which are the different type of discount offered?
1. Cash
2. Quantity
3. Trade
4. Performance

10. With whom the mutual understanding is required for selling dyes?
1. Technicians
2. Purchase
3. Owner
4. Technicians & Purchase
5. Technicians & Owner
6. Purchase & Owner
7. Technicians, Purchase and Owner

11. Are personal contacts required for selling dyes?
1. Yes
2. No

12. Is competitive pricing required for selling dyes?
1. Yes
2. No

13. What is the criteria for quality of the dyes?
1. Consistency in quality
2. Easy reproducibility
3. All round fastness

14. What type of after sales service is expected by customers
1. Shade matching
2. Application problem
3. Product trials
4. Educational seminars

15. How is selling done by you?
   1. Direct to customers
   2. Through dealers
   3. Both