ANNEXURE 3
SURVEY OF DYESTUFF CONSUMERS

Name of the unit: ________________________________

Mill / Process house: ________________________________

1. Which are the class of dyes consumed by you?

2. Rate according to importance on a five point scale the criteria used for selecting dyestuff supplier? 1 - least important and 5 - very important

1. Quality of dyes
2. Prompt delivery
3. Competitive pricing
4. After sales service
5. Supplier reputation

3. Which are the different type of discount offered?

1. Cash
2. Quantity
3. Trade
4. Special

4. Who is the major purchase decision maker of dyes?

1. Technicians
2. Purchase incharge
3. Owner

5. Does your customer play any role in purchase of dyes?

1. Yes
2. No

6. What type of technical service is expected by you from dyes supplier?

1. Shade matching
2. Application problem
3. Product trials
4. Educational seminars

7. What are the reasons for switching dyes supplier?
   1. Price
   2. Inconvenience
   3. Quality failures
   4. Personal contacts
   5. Attraction by the competitor's dyes supplier.

8. What growth do you anticipate for each class of dyes consumed?

9. What according to you is the split of colored production in % of the various dyes consumed?