Appendix – A

A study of Factors promoting sports goods industries in India

Please Fill this:

Date____________

Company’s Name: _______________ Contact Person’s Name: _________________

Designation________________ Address: ________________________________

Telephone No.: _________Fax No.: _________E-mail: ______________________

Website if any: __________________Year of Establishment: _________________

This questionnaire is a part of a research project that looks at the factors promoting sports goods industries in India. The purpose of this survey is to find out what are the factors behind the promotion of the sports goods industries, to assess the economic growth in sports goods industries and to compare the economic impact between Ludhiana and Meerut.

Objective: - “To find out the factors of promoting sports goods industries in India”

Instructions: For the purpose of achieving the objective, researcher has made the questionnaire in two forms, i.e. open ended and close ended items. So kindly give the information as you feel appropriate while filling the sections. The information provided by you will be kept confidential and will only be used for the research work.

There are 36 items in it. This is a multi-option questionnaire. You have to read each question carefully. There is no right or wrong answer. The right answer is only what you feel about the promoting factors and the current status of your company. Try to give your response according to the records available with you. For sure your answers will be kept confidential.

How to fill the questionnaire: The questionnaire is divided into four sections. Respondents are requested to fill all the sections, which contain two different types of questions.
Sections of the Questionnaire:

Section I: Hr Upgradation (5 Questions)
Section II: Innovation and New Technological Upgradation (8 Questions)
Section III: Commercial Collaboration (11 Questions)
Section IV: Business Development (12 Questions)

Type I is of multiple choice questions, out of which one option has to be tick marked

Example: - what is the percentage of Export to Total Sales?
   1=1-10%
   2=10-25%
   3=25-50%
   4=50-75%
   5=Above 75%

Type II is an open ended question where you have to write your answer (response) in the space given to you

Example: - Policy Interventions urgently required for enhancing Productssivity and competitiveness of your sector. (Please mention five)_________________________

Poonam Chauhan  Dr. Samiran Chakraborty
(Research Scholar)  (Advisor)
Section-I

HR UPGRADEATION

1. What is the total strength of labor at various categories?

<table>
<thead>
<tr>
<th>WORKERS</th>
<th>STRENGTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skilled Workers</td>
<td></td>
</tr>
<tr>
<td>Semi Skilled Workers</td>
<td></td>
</tr>
<tr>
<td>Unskilled Workers</td>
<td></td>
</tr>
</tbody>
</table>

Instruction – Please mark (√) the correct option:-

2. What is the status of employment in the last 3 years?

<table>
<thead>
<tr>
<th>Status</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declined</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No change</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Mention the career advancement guidelines devised by your company for the employees?
   
   - 
   - 
   -

4. Does your company implement any incentive schemes for the employees?
   
   - Yes
   - No

If yes

   What type of incentive scheme your company is using for the employees?

5. Does your company have effective training programmes for up gradating skills of the employees?

   - Yes
   - No
   - If yes, specify______________________________
Section-II

INNOVATION AND NEW TECHNOLOGY UPGRADEATION

6. Is new technology in your field responsible for replacement of workers in your firm?

- Yes
- No

7. Does your company adopt any novel technology for coping with varying foreign exchange rates and market conditions?

- Yes
- No
  - If yes, specify__________________________________________________________

8. Have you adopted any new strategy/technology for launching products in the market?

- Yes
- No
  - If yes, specify__________________________________________________________

9. Are there any significant gaps in the technology adopted globally and personally by you? Do you face any kind of constraints in selling of products?

- Yes
- No

10. Have you adopted any new technology for production of various goods in the past 3 years?

- Yes
- No
  - If yes, specify__________________________________________________________

11. Do you have Research & Development Committee for the improvement of technology?

- Yes
- No

12. Do you have any technical collaboration with other firms?

- Yes
- No
If No, Are you willing to collaborate with other firms for the betterment of the Productivity?

- Yes
- No

13. Does your company employ measures for any of the following calamities?

- Theft Prevention
- Terrorism
- Biomechanical risk
- Fire
- Earthquake
- If any other, specify ________________________________

Section-III

COMMERCIAL COLLABORATION

14. Does the trade union have any impact on your company?

- Yes
- No

15. Is your company promoting political and media collaboration for heightened yield/output?

- Yes
- No

16. Does your company have professional relations with other companies of Indian and foreign origin?

- Yes
- No

17. Do you have clarity in terms and conditions while dealing with vendors?

- Yes
- No

18. Does your company obtain feedback from community and employees for improving Productivity and image?

- Yes
- No
19. Are you a member of any sports goods manufacturer association/ export promotion council?
   ● Yes
   ● No

20. Do you face any kind of constraints in selling of Products?
   ● Yes
   ● No
   ● If yes, specify_____________________________________________________

21. What are the obstacles/ difficulties that are restricting your performance (Including govt. policies) Please Specify?
   ●
   ●

22. What policy interventions are urgently required for enhancing Productivity and competitiveness of your sector? (Please specify)

   ________________________________________________________________
   ________________________________________________________________

23. Does your company work out any of the following innovative policies for the glory of the Company?
   ● Title sponsorships
   ● Major sponsorships
   ● Co-sponsorships
   ● Products- sports image fit
   ● Endorsements/testimonials
   ● Patents
   ● Licensing
   ● If any other, specify________________________________________________

24. What is the level of demand currently in the domestic market for your Products?
   ● High
   ● Low
   ● No competition
Section-IV

BUSINESS DEVELOPMENT

25. How much time does it take to start a manufacturing unit in your state?

- 6 Months
- One Year
- More than One Year

26. Does your company use brand ambassadors for promotion of the Products?

- Yes
- No

27. What are the sources of finance for funding your business?

- Bank
- Govt. sector
- Private sector
- Self
- Others
  (specify) _______________________________________________________

28. Manufacturing status during the last 3 Years

<table>
<thead>
<tr>
<th>Year</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sales</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Expenditure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wages</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of Raw Material</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

29. What is the net annual profit of your company in terms of percentage in the last 3 years? Please mark (✓) the correct option.

<table>
<thead>
<tr>
<th>Net annual profit (%)</th>
<th>2009-10</th>
<th>2010-11</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>1% - 5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6% - 10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11% - 15%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16% - 20%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16% - 20%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
30. What is the status of Taxes in your state?

- Low
- Moderate
- High
- very high

31. Does your company get tax exception for developing and producing indigenous sports goods and equipments?

Yes

No

To Local Market

For Export

32. What measures your company employ for the promotion of your Products?

- Newspaper articles
- Advertisements
- Fans interaction (i.e. Face book, Twitter)
- Hoarding, posters etc
- Website
- If any other, specify__________________________________________________________

33. Does your company practice any special programme for market segmentation (knowing market and customer needs)?

- Yes
- No
- If Yes, specify__________________________________________________________

34. Does your company systematize records for the Products and over head expenses?

- Yes
- No
- If Yes, Specify__________________________________________________________

35. In your opinion, which of the following areas need Government’s assistance?

- Developing training facilities for the industry
- Design and development centers to be set-up
- Quality of infrastructure
- Interface with business,
• Labor relations
• Marketing
• Exports marketing,
• Easy Availability of capital
• Others (Specify) __________________________

36. What are your Strengths/Weaknesses/Opportunities/Threats? (SWOT analysis) in your banner.

Strengths

a. __________________________________________________

b. __________________________________________________

c. __________________________________________________

d. __________________________________________________

Weaknesses

a. __________________________________________________

b. __________________________________________________

c. __________________________________________________

d. __________________________________________________

Opportunities

a. __________________________________________________

b. __________________________________________________

c. __________________________________________________

d. __________________________________________________

Threats

a. __________________________________________________

b. __________________________________________________

c. __________________________________________________

d. __________________________________________________