A Questionnaire on Export Marketing of Agro & Allied Products to Middle-East Countries

(i) Exporter's Profile

(A) Name & Address of Exporter:

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........................................................................................................................................

(B) Nos. of Years in Exporting: (Please Tickmark)

- Less than 5 Years
- 6 to 10 Years
- 11 to 15 Years
- Above 15 Years

(C) Major Products Being Exported: (Please Tickmark)

- Fruits & Vegetables
- Processed Food & Vegetables
- Cereals
- Tea
- Coffee
- Spices
- Others

(D) Major Destinations Covered:

- U.S.A.
- Japan
- SAARC Countries
- European Countries
- Middle - East Countries
(E) If Exporting to Middle East Countries. (Please Tickmark)
* Kuwait
* U.A.E.
* Oman
* Bahrain
* Qatar
* Saudi Arabia
* Iraq
* Yemen

(F) Please Specify total Export performance of the last four years.

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(G) Please Specify total Export performance of the MECs for last four years.

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(H) If Exporting to Middle - East countries Please specify only two countries of your highest exports (Please Tick Mark)

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<td>U.A.E.</td>
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<td>Oman</td>
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<td>Qatar</td>
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<td>Saudi Arabia</td>
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Que. 1 Which of the following sources of supply do you use for procuring items for exporting? (Please Tickmark)

- EPCs
- T.D.A.
- Chamber of Commerce & Trade Association
- Visiting Business Areas
- Own arrangements
- Advertisements
- Others (Please specify)

Que. 2 Which of the following factors do you consider for supplier selection to procure agro products for exporting.

- Timely Delivery
- Capacity to provide in Bulk
- Convenient Terms & Conditions
- Quality of Products
- Affordable Price
- Capacity to provide all types of agro products
- Capacity to meet emergency
- Others (Please specify)
Que. 3 Whether you maintain business tie-ups with suppliers or select them as & when needed. (Please Tickmark)
* Maintain Business tie-up □
* Select when export order is obtained □
* Both □

Que. 4 Which major problems do you face while dealing with your suppliers of agro products? (Please specify)
1. ..............................................................
2. ..............................................................
3. ..............................................................
4. ..............................................................
5. ..............................................................
6. ..............................................................
7. ..............................................................
8. ..............................................................
9. ..............................................................
10. .............................................................

Que. 5(a) Which of the following items do you export after processing? (Please tickmark)
* Fruits □
* Vegetables □
* Pulses □
* Tea □
* Coffee □
* Spices □

Que. 5(b) Have you your own processing units or take up processing outside?
* Own Processing unit Yes □ No □
* Processing through other units Yes □ No □

Que. 6 Which major problems do you face in processing operation. (Please specify)
1. ................................. 4. .................................
2. ................................. 5. .................................
3. ................................. 6. .................................
Que. 7 Which of the following factors do you consider as important while selecting overseas market for your agro products? (Please Tickmark)

* Export Assistance Available
* Political Situation
* Product specification
* Proximity
* Market potentials existing
* Preferential Treatment
* Profitability
* Others (Please specify)

Que. 8 Which of the following sources do you use to locate overseas buyers of your agro products? (Please tickmark)

* Export Promotion Council
* Trade Association
* Direct Contact
* Directories of Importors
* Other Publications
* Private Sources
* Others (Please specify)

Que. 9(a) Please rank the following factors you consider for appraising your overseas market. (Please specify order of preferences from 1 to 5)

1. Demand - supply position
2. Distribution methods in force
3. Price
4. Competition
5. Business conditions & Trade Practices
Que. 9(b) Which types of overseas marketers you prefer for exporting agro product? (Please tickmark)

* Through Agents only
* Through Distributors only
* Own arrangement in overseas country
* Combination of Agents & Distributors
* Others (Please specify)

Que. 9(c) Which of the following factors do you take into account for selecting overseas agents / distributors for your products? (Please tickmark)

* Nature of the product handled
* Customer base available
* Product lines engaged into
* Financial resources
* Particular marketing strength
* Co-operation offered
* Experience in the line
* Payment regularity

Que. 9(d) Will you please tell us on your business tie-ups with your overseas agents/distributors. (Please give numbering only)

* Nos. of overseas agents / distributors added in the current year
* Nos. of overseas agents / distributors operating with you for the last two years
* Nos. of overseas agents / distributors operating with you for the last five years

Que. 9(e) Average rate of dropping out of overseas agents / distributors (Please Tickmark)

* Nil
* 5 %
* 10 %
* Above 15 %
Que.10 Which major problems do you face while maintaining tie-up with your overseas marketing channel? (Please specify)
1. ........................................ 5. ........................................
2. ........................................ 6. ........................................
3. ........................................ 7. ........................................
4. ........................................ 8. ........................................

Que.11 Which of the following export finance option do you prefer most? (Please tickmark)
* Pre-shipment
* Post shipment
* Forefeiting
* Other

Que.12 Which methods of payment do you prefer generally in your export transactions? (Please specify)
* Payment in Advance
* Open Account
* Documentary Bills
* Documentary Credit Under Letter of Credit
* Shipment on consignments Basis

Que.13(a) Which of the following factors you consider highly important for fixing export price of your agro products? (Please tickmark)

<table>
<thead>
<tr>
<th>INTERNAL FACTORS</th>
<th>EXTERNAL FACTORS</th>
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<tbody>
<tr>
<td>* Cost</td>
<td>* Exchange Rate &amp; Credit</td>
</tr>
<tr>
<td>* Company objectives</td>
<td>* Govt. Policies</td>
</tr>
<tr>
<td>* Types of product</td>
<td>* Competition</td>
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<tr>
<td>* Nature of Transporation</td>
<td>* Demand</td>
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<tr>
<td>* Other Elements of marketing mix</td>
<td>* Standardisation &amp; Adaptation</td>
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</tbody>
</table>
Que. 13(b) Which of the following components of export price do you think most important for agricultural products? (Please Tickmark)

* Cost
* Special packaging cost
* Transport cost
* Storage cost
* Handling Charges
* Margin of Overseas Agents / Distributors

Que. 13(c) Which of the following incoterms do you prefer to quote export price? (Please Tickmark)

* FAS
* FOB
* C & F
* C.I.F.
* FRANCO.

Que. 14 Which major problems do you face in export pricing area? (specify)

1. ........................................... 5. ...........................................
2. ........................................... 6. ...........................................
3. ........................................... 7. ...........................................
4. ........................................... 8. ...........................................

Que. 15 Which major problems do you face in the area of shipment of your agro produce? (Please specify)

1. ........................................... 5. ...........................................
2. ........................................... 6. ...........................................
3. ........................................... 7. ...........................................
4. ........................................... 8. ...........................................
Que.16 How much time generally you take for the shipment of your agro product? (Please Tickmark)

* In a week
* In a fortnight
* In a month
* In Three months
* In more than three months

Que.17 Which major problems do you face while availing export assistance from various agencies? (Please specify)

1. .................. 4. .................. 7. ..................
2. .................. 5. .................. 8. ..................

Que.18 Are you satisfied with the services of clearing & forwarding agents you use?

Extremely satisfied □□ Extremely dissatisfied □□
Moderately satisfied □□ Moderately dissatisfied □□
Averagely satisfied □□ Averagely dissatisfied □□

Que.19 Are you satisfied with the services of various Govt. Agencies assisting in export business?

Extremely satisfied □□ Extremely dissatisfied □□
Moderately satisfied □□ Moderately dissatisfied □□
Averagely satisfied □□ Averagely dissatisfied □□

Que.20 Any suggestion to improve the exporting of agro production.
(Please specify)

1. .................................. 4. ..................................
2. .................................. 5. ..................................
3. .................................. 6. ..................................

Thanking you, Signature ____________________________