

## **ANNEX 5: MAIN SOURCES OF SURVEY QUESTIONS**

### **ANNEX 5: MAIN SOURCES FOR SURVEY QUESTIONS**

#### **(i) Company particulars**

Firm size: (Gemunden, 1991; Chetty, 1993; Zou, 1998; Thirkell, 1998)  
Sales: (Chetty, 2000).  
Employees: (Bijmolt, 1994; Cavusgil, 1994)  
Firm status (eg independent). (Bijmolt, 1994)  
Written business plan: (Bijmolt, 1994)

#### **(ii) Main technology**

- chiefly own industry knowledge

#### **(iii) Products**

Product policy: (Crick, 1995)  
Product type: (Cavusgil, 1994)  
Product modification: (Beamish, 1993)  
Product differentiation: (Ogunmokun, 2004)  
Product uniqueness: (Aaby, 1989)  
Product mix: (Chetty, 1993)  
Product adaptation/ strength; (Zou, 1998)

#### **(iv) Export organisation**

Export department (Gemunden, 1991; Bijmolt, 1994; Crick, 1995; Zou, 1998);  
Export manager (Bijmolt, 1994);  
Export policy (Chetty, 1993?);  
Export market research (Bijmolt, 1994)  
Export planning (Chetty, 1993, Zou 1998)

#### **(v) Export history**

Years exporting: (Aaby, 1989; Bijmolt, 1994; Cavusgil, 1994; Crick, 1995; Thirkell, 1998)  
Export ratio: (Bijmolt, 1994; Cavusgil, 1994; Chetty, 2000)

#### **Management attitudes, perceptions, orientation etc**

(Zou (1998). Gemunden (1991), Beamish (1993); : Cavusgil, 1994):

#### **(vi) Information sources and use of**

Gemunden, (1991).; Zou (1998); Chetty, 2000; Souchon, 2000;Crick,1995):

#### **(vii) Product pricing**

Beamish (1993; Bijmolt (1994); Kotler (1996); Zou (1998); Crick, 1995)

#### **(viii) Market selection**

(Chetty; 1993; Crick; 1995); Rahman, 2003; Wood, 2000; Koch, 2001)

#### **(ix) Export markets**

Beamish (1993); Aaby,1989; Cavusgil, 1994; BETRO (1976): Chetty, 2000;  
Crick, 1995;. Thirkell 1998)

#### **(x) Promotion**

Beamish (1993); Aaby, 1989; Holzmuller (1991); Crick,. 1995; Zou, 1998  
Crick,.1995; Thirkell 1998)

(xi) External services

(Crick, 1995; Ogunmokun, 2004; Crick, 2000; Johnsen et al, 1999)

(xii) Performance & profitability

Crick.1995; Chetty 2000

(xiii) Marketing & distribution

Bijmolt (1994); Chan; 1992; Ogunmokun, 2004; Zou, 1998; Chetty 2000; Cavusgil, 1994; Chetty, 1993; Crick, 1995)

(xiv) Main benefits from exporting.

Earlier sector surveys: NEDO research

(xv) Main obstacles

(As previous)