

BUSINESS INFORMATION NEEDS SURVEY- EXPORTERS

1. COMPANY PROFILE

COMPANY:	_____		
ADDRESS	_____ _____		
TELEPHONE	_____	Fax:	_____
E-MAIL	_____	Web:	_____
CONTACT:	_____	Position:	_____
INTERNET/ SOCIAL MEDIA	How fast is your internet connection <input type="checkbox"/> <156 kbps <input type="checkbox"/> 156 kbps-520kbps <input type="checkbox"/> 520 kbps-1mbps <input type="checkbox"/> > 1mbps		
	How often do you browse with your mobile phone? Frequently/Never		
	Which social media do you actively use <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> LinkedIn <input type="checkbox"/> Youtube <input type="checkbox"/> Other.....		

ACTIVITY: Exporter Importer Trader/Agent Services

PRODUCTS: *follow description with **E** or **I** to indicate if the products are imported/exported*

(or obtain

brochure)

EXPORT TO:
countries

IMPORT
FROM: *countries*

COUNTRIES OF
INTEREST:

2. TYPES OF INFORMATION USED OR REQUIRED

This section seeks to establish what sources of information you currently use, where you get this information from, in what format, and to what degree you consider you need each type of information.

Information Type ↓	NEED for information type?			Have ever USED?	Information SOURCE (e.g. Web search, Ministry, Trade Council, Chamber, Trade Associations, Consulting Firm etc.) WRITE THE SOURCE(S) OF INFORMATION! ↓	In which FORMAT was the information you received?				
	HIGH NEED ↓	MEDIUM NEED ↓	LOW NEED ↓			Hard Copy	Email attachment	Download document	Video highlights	Social media updates
1. BUYERS INFORMATION										
1.1 Buyer/importer details	High	Med	Low	yes/no		H	E	D	V	S
1.2 Credit reports on foreign companies	High	Med	Low	yes/no		H	E	D	V	S
2. BUSINESS OPPORTUNITIES										
2.1 Trade offers/demands for products/services	High	Med	Low	yes/no		H	E	D	V	S
2.2 Potential new growth markets	High	Med	Low	yes/no		H	E	D	V	S
3. MARKET INFORMATION										
3.1 Market sector overviews	High	Med	Low	yes/no		H	E	D	V	S
3.2 Trade statistics (of foreign countries)	High	Med	Low	yes/no		H	E	D	V	S
3.3 Analysis and Forecasts	High	Med	Low	yes/no		H	E	D	V	S

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	HIGH NEED ↓	MEDIUM NEED ↓	LOW NEED ↓			Hard Copy	Email attachment	Download document	Video highlights	Social media updates
3.4 Price Information	High	Med	Low	yes/no		H	E	D	V	S
3.5 Technology trends (production, packaging)	High	Med	Low	yes/no		H	E	D	V	S
3.6 Market/fashion trends	High	Med	Low	yes/no		H	E	D	V	S
3.7 Distribution Channels	High	Med	Low	yes/no		P	E	D	V	S
3.8 Competitor Analysis	High	Med	Low	yes/no		P	E	D	V	S
4. SALES PROMOTION/MARKETING										
4.1 Trade fairs/exhibitions	High	Med	Low	yes/no		H	E	D	V	S
4.2 Marketing & advertising	High	Med	Low	yes/no		H	E	D	V	S
5. MARKET ACCESS CONDITIONS										
5.1 Trade regulations and agreements	High	Med	Low	yes/no		H	E	D	V	S
5.2 Technical standards/quality certification (e.g. ISO, BRC, GLOBALGAP)	High	Med	Low	yes/no		H	E	D	V	S
5.3 Import duties	High	Med	Low	yes/no		H	E	D	V	V
5.4 Customs documentation	High	Med	Low	yes/no		H	E	D	V	S

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	HIGH NEED ↓	MEDIUM NEED ↓	LOW NEED ↓			Hard Copy	Email attachment	Download document	Video highlights	Social media updates
5.5 Delivery & payment terms	High	Med	Low	yes/no		H	E	D	V	S
5.6 Health & safety requirements	High	Med	Low	yes/no		H	E	D	V	S
5.7 Environmental requirements (standards, labels)	High	Med	Low	yes/no		H	E	D	V	S
5.8 Social requirements (labour, ILO)	High	Med	Low	yes/no		H	E	D	V	S
6. COUNTRY & LOGISTICS INFORMATION										
6.1 Economic information	High	Med	Low	yes/no		H	E	D	V	S
6.2 Guides to doing business abroad	High	Med	Low	yes/no		H	E	D	V	S
6.3 Credit insurance info	High	Med	Low	yes/no		H	E	D	V	S
6.4 Logistical information (transport modes and costs)	High	Med	Low	yes/no		H	E	D	V	S

3. ORGANISATIONS USED AS SOURCES OF BUSINESS INFORMATION

Organisations ↓	Aware that organisation provides business information	Have ever used info service	Ease of access of the organization's information services			Information from this organization is current			Response rate of the service		
	↓	↓	<i>easy to access</i> ↓	<i>in between</i> ↓	<i>hard to access</i> ↓	<i>current</i> ↓	<i>in between</i> ↓	<i>dated</i> ↓	<i>fast</i> ↓	<i>in between</i> ↓	<i>slow</i> ↓
3.1 Export Promotion Body	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
3.2 Chamber of Commerce & Industry.	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
3.3 Ministry of Trade and Industry	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
3.4 Trade/Industry Associations	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
3.5 National Embassies overseas	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
3.6 Foreign Embassies in country	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
3.7 Foreign trade associations, chambers	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
3.8 International Orgs (e.g. ITC, CBI, WTO)	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
3.9 Foreign buyers/partners	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
3.10 Others:	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹
	yes/no	yes/no	☺	☹	☹	☺	☹	☹	☺	☹	☹



4. PAYING FOR INFORMATION

The company has paid for business information previously
If applicable, what kind of information have you purchased? Yes No

The company is prepared to pay for business information
If applicable, what kind of information would you like to pay for? Yes No

5. CURRENT INFORMATION RESOURCES

Please list below (or attach a list) of the most important trade magazines, reports, directories or databases that your company receives either free or for a fee.

Trade Magazines (indicate if free or paid subscription):

Market Reports (indicate if free or purchased):

Company/Product Directories (indicate if free or purchased):

Internet Sites that you use for free:

Internet sites for which you pay a subscription fee:

Any other information services to which you subscribe for a fee:

6. FUTURE TRADE INFORMATION

a) In which format would you ideally like to receive information in the future?

- Extensive reports text based (in Word/PDF)
- Concise reports with high level of Infographics
- Social media updates
- Highlights in video format
- Mobile friendly formats
- E-mail alerts
- Mobile SMS alerts

b) Please mention

- some strong points and
- some points for improvement for the market information services of the Business Support Organisations in your country:



7. YOUR SUGGESTIONS TO IMPROVE TRADE INFORMATION SERVICE IN YOUR COUNTRY: