

Appendix 2. Questionnaire for Diagnosis Survey with 50 Export Companies



Appendix2:

Diagnostic Survey List of Questions

Company profile

- ① Company Name
- ② Address
- ③ Products
- ④ Number of employees
- ⑤ Trend

1996

1997

1998

1999

Sales:

(Export)

Production

- ⑥ History of export
- ⑦ Target countries

1. General Management

- ① What is your company vision?
- ② Do you have a long-term management plan? If you have, could you please explain in details?

- ③ Please evaluate the strength or weakness of the following export competitiveness measures in your company: marketing, manufacturing, R&D, finance, HRD, IT.
- ④ How significant/important is export for your company?

2. Marketing

- ① Which countries are the target markets for your exports?
- ② How could you find the information of those markets? Are you using the Internet?
- ③ What kind of information do you need?
- ④ Are you manufacturing the products that meet the market demand of those countries?
- ⑤ How do you develop the design of your products?
- ⑥ Do you have any criteria for product quality?
- ⑦ Where is your export marketing channel? Is it functioning well?
- ⑧ How do you decide the forwarding prices?
- ⑨ What kind of marketing strategy do you use to increase your exports?
- ⑩ In term of export marketing, do you have any certain expectation from NAFED?

3. Production Management

- ① What kind of problem do you encounter in term of production? (Production facilities, production cost, production skill, raw materials)
- ② Do you have problem in quality control? Do you respond to consumer requirement?
- ③ Are you handling the delivery control properly? If not, please explain the reasons?
- ④ Is there any possibility to reduce production cost? What is your strategy to increase productivity?

4. Financial Management

- ① Do you have any problem related to export financing? What do you think it is necessary?
- ② To whom/ where do you usually have consultation regarding export financing?
- ③ Do you have interest in the programs offered by the newly established “Bank Ekspor Indonesia”?

5. Human Resource Development

- ① What is the average age of the employees in your office?
- ② What is your strategy in human resource development?
- ③ In term of technical skill and know-how, what is the most lacking in your company?

(marketing, production technique etc)

- ④ Have you ever utilized training centers? Have you ever send your employees to a training center?
- ⑤ Do you expect any technical assistance/ guidance from the Government?

6. Export Promotion Policies

- ① What kind of export promotion organization is desirable?
- ② What kind of export promotion incentive should be introduced?
- ③ According to your opinion, what should the government and civilians do to promote exports?

DIAGNOSTIC REPORT

- ① Assessment of the export competitiveness.
 - Marketing
 - Production
 - Finance
 - Human Resource Development
- ② Countermeasures for strengthening export competitiveness.
- ③ Recommendation to access government scheme for increasing exports.

Appendix3. Pictures from Survey and Seminar

1. Steering Committee



2. Diagnosis Survey



3. Diagnosis Survey



4. Diagnosis Survey



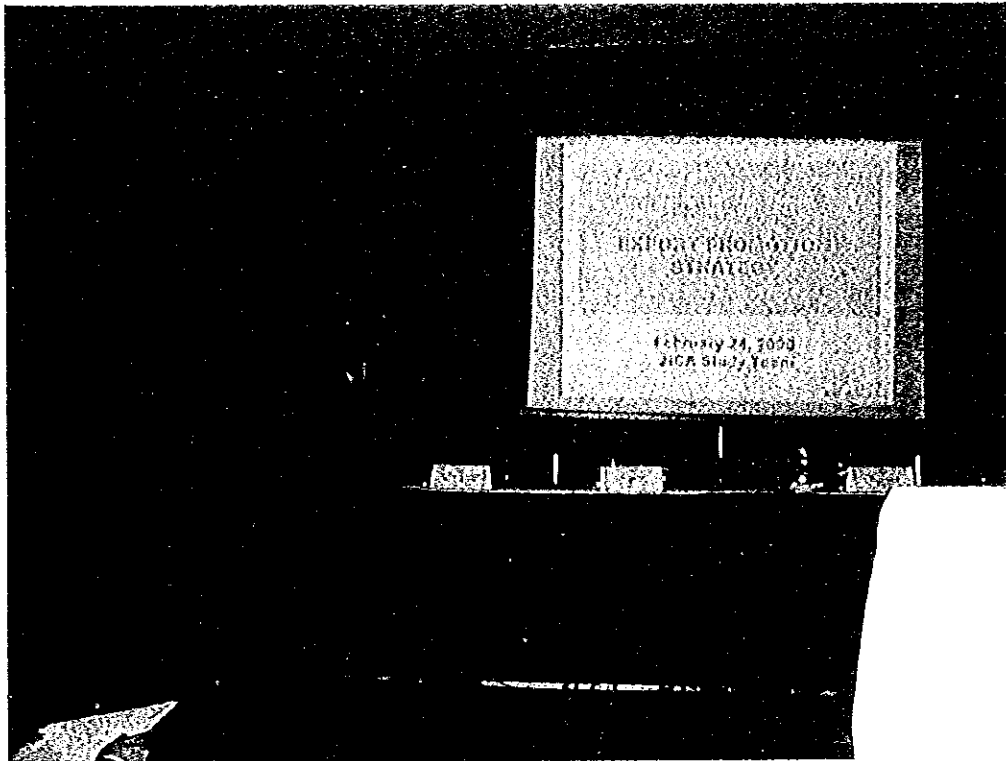
5. Diagnosis Survey



6. Seminar

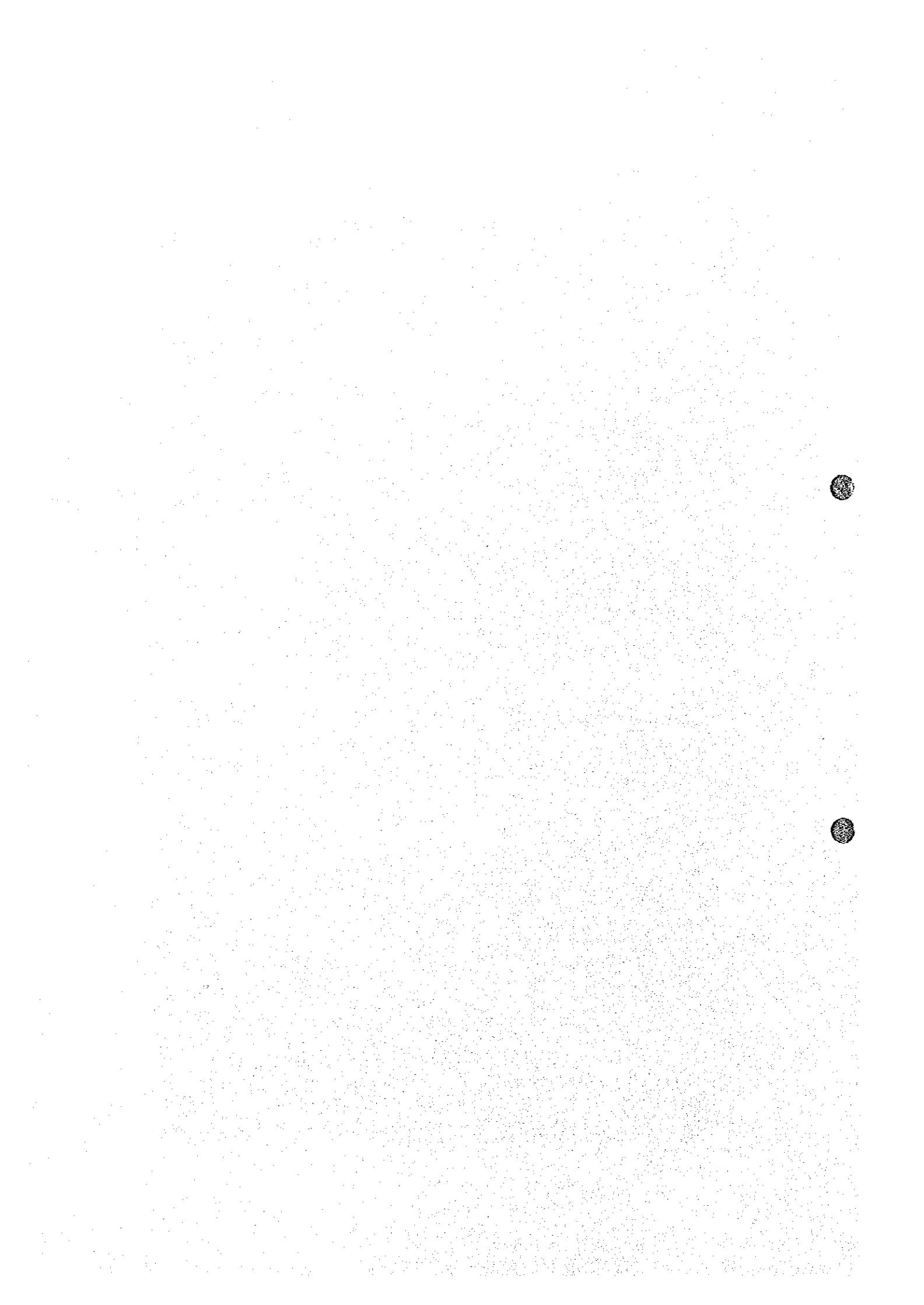


7. Seminar



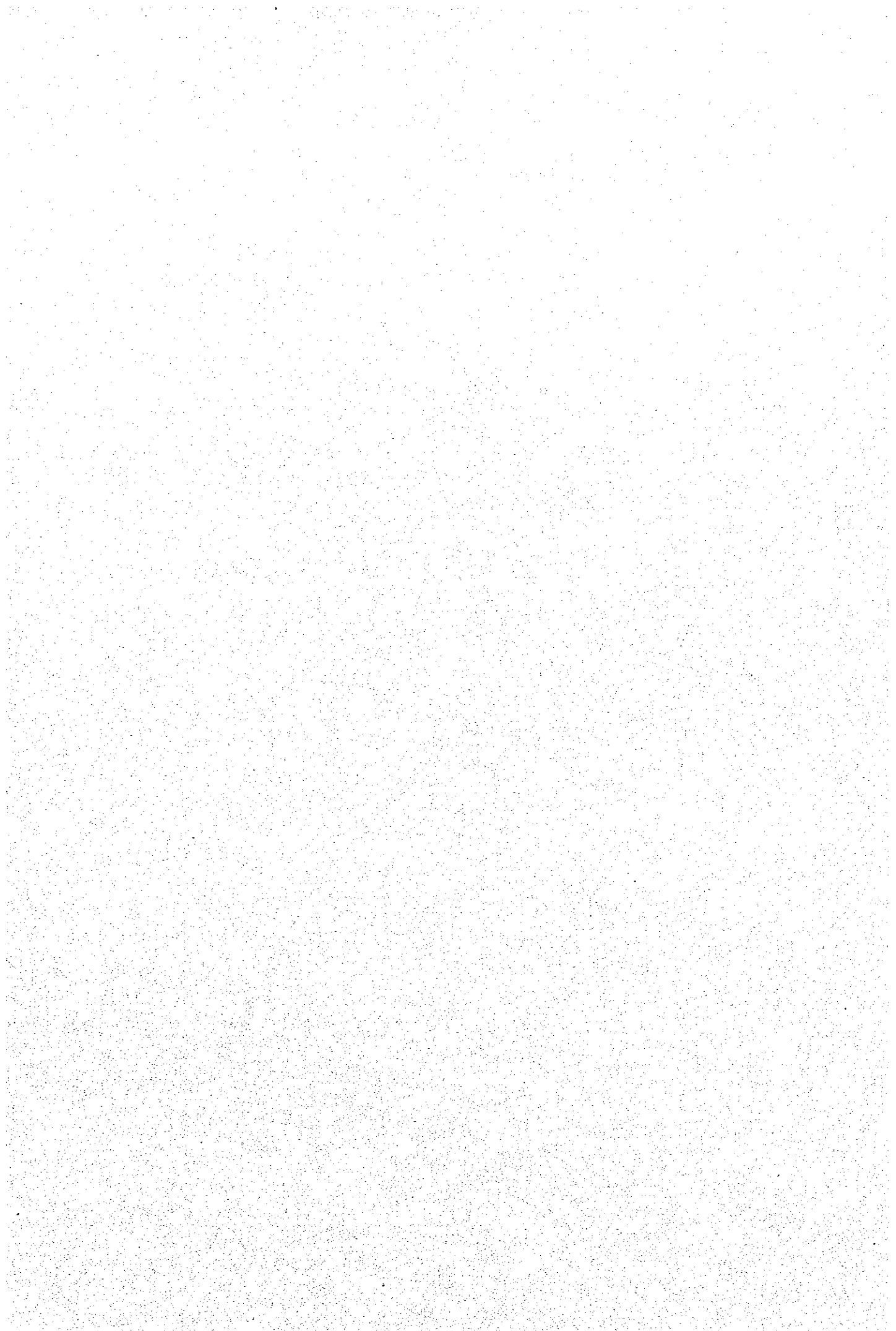
8. Seminar











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