

**EXPORT PROMOTION PROGRAM QUESTIONNAIRE:
EXPORT BARRIERS AND EXPORT PERFORMANCE**

Surveyor Name	_____
Respondent Name	_____
Company name	_____
Respondent's Email and Mobile Number	

Informed Consent:

The Survey also collects firm-specific data (location, size, strategic alliances, export markets, etc.) and includes a consent form designed to get survey participants' informed written consent that the data collected will be used for research and publication purposes keeping personal details confidential.

Any personal information that "could reasonably identify respondents was removed or changed before data files were shared with other researchers or results are made public."

"I agree that research data gathered for the study may be published or made available provided my name or other identifying information is not used."

"I understand that the research data, without any personal information that could identify me (not linked to me) may be shared with others."

BLOCK 1. COMPANY PROFILE

101.	Which of the following categories best describes the industry in which Company operates	<input type="checkbox"/> 1. Food & beverage <input type="checkbox"/> 2. Textiles & textile products <input type="checkbox"/> 3. Electricity, electronics, and machinery <input type="checkbox"/> 4. Chemistry and pharmacy <input type="checkbox"/> 5. Automotive and transportation <input type="checkbox"/> 6. Handicraft, KRYA <input type="checkbox"/> 7. Furniture <input type="checkbox"/> 8. Agricultural commodities (coffee, tea, pepper, cocoa, etc.) <input type="checkbox"/> 9. Others
102	Company location	Regency/City: Province:
103	Company in Industrial Estate	<input type="checkbox"/> 1. Yes <input type="checkbox"/> 2. No
104	Company in Special Economic Zones	<input type="checkbox"/> 1. Yes <input type="checkbox"/> 2. No
105	Current total number of workforce (including permanent and contract workers involved in production and administration)	<input type="checkbox"/> 5-19 people <input type="checkbox"/> 20-99 people <input type="checkbox"/> >100 people
106	Proportion of exports to total production (average over the last three years)	<input type="checkbox"/> <10% <input type="checkbox"/> 10%-40% <input type="checkbox"/> 41%-75% <input type="checkbox"/> >75%-100%

107	Company's age since the establishment	<input type="checkbox"/> < 2 years <input type="checkbox"/> 3-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 11-15 years old <input type="checkbox"/> 16-20 years old
108	Length of export experience	<input type="checkbox"/> Less than 1 year <input type="checkbox"/> < 2 years <input type="checkbox"/> 3-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 11-15 years old <input type="checkbox"/> 16-20 years old <input type="checkbox"/> > 20 years
109	Current ratio of production workforce (non-administration/ management workers) to total workers	<input type="checkbox"/> < 25% <input type="checkbox"/> 25-50% <input type="checkbox"/> 50-75% <input type="checkbox"/> >75%
110	Special unit/division that handles exports	<input type="checkbox"/> 1. Yes <input type="checkbox"/> 2. No
111	Source(s) of legal services (for contracts, permits, brands etc.) (more than one answer may be given)	<input type="checkbox"/> 1. Government <input type="checkbox"/> 2. Internal <input type="checkbox"/> 3. Consultant <input type="checkbox"/> 4. Not available
112	Type of goods Company exports (answer can be more than one)	<input type="checkbox"/> 1. Raw Material <input type="checkbox"/> 2. Semi-finished products <input type="checkbox"/> 3. End products
113	Exporter status	<input type="checkbox"/> 1. Regular exporter until now <input type="checkbox"/> 2. Export is not regular <input type="checkbox"/> 3. Have ever exported (in the last year)

114	Export market(s) (answer can be more than one)	<input type="checkbox"/> 1. ASEAN <input type="checkbox"/> 2. East Asia (China, Japan, South Korea, Hong Kong, Taiwan, etc.) <input type="checkbox"/> 3. South Asia (India, Pakistan, Sri Lanka, Bangladesh, etc.) <input type="checkbox"/> 4. Europe and Russia <input type="checkbox"/> 5. North America (The United States, Canada, Mexico) <input type="checkbox"/> 6. Central and South America <input type="checkbox"/> 7. Africa <input type="checkbox"/> 8. The Middle East <input type="checkbox"/> 9. Australia, New Zealand, Oceania
115	Company's main activity (more than one answer may be given)	<input type="checkbox"/> 1. Exporter and producer <input type="checkbox"/> 2. Product design <input type="checkbox"/> 3. Exporter but not producing (trader)
116	Does the company have an international brand or does it have its own export brand?	<input type="checkbox"/> 1. Yes (Company has an international brand) <input type="checkbox"/> 2. No (Company has no brand)
117	Logistics management in foreign markets (more than one answer may be given)	<input type="checkbox"/> 1. Independent <input type="checkbox"/> 2. Through traders <input type="checkbox"/> 3. Through forwarding <input type="checkbox"/> 4. Association <input type="checkbox"/> 5. Cooperative
118	Company partners with foreign parties (in foreign capital, technology cooperation, branding, outsourcing, logistics)	<input type="checkbox"/> 1. Yes <input type="checkbox"/> 2. No

BLOCK II. UTILISATION OF EXPORT PROMOTION PROGRAM

CHARGING INSTRUCTIONS

1. Only a manager or management staff in charge of or involved in EXPORT activities can fill out the questionnaire.
2. Provide a response ranging from (1) for STRONGLY DISAGREE to (7) for STRONGLY AGREE according to the company's circumstances.
3. To respond to specific statements, TICK THE OPTION that represents your company's experience.
4. To respond to ranking questions, NUMBER EACH ITEM FROM 1 TO 5, starting with the most to the least.
5. Answer according to the company's experience for the last three years.

Block II. A. Information Sector of the Export Promotion Program

1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies
2. Please answer according to the company's experience in the last three years.

No	Issue: Information Regarding Export Planning/Activities	SCALE						
		1	2	3	4	5	6	7
2A1	Your company periodically uses information on foreign market opportunities in planning/export activities, such as market information, challenges/opportunities, economic indicators, etc.							
2A2	Your company periodically uses export requirements and technical information, such as tariffs, customs documents, technical regulations, customs requirements, etc., in planning/export activities.							
2A3	Your company regularly uses export publication information, such as export bulletins, reports, mailing lists, and directories, in export planning/activities.							

2A4	Your company periodically uses sector-specific and special provision information, such as quality standards, strategic opportunities, and business cooperation, in planning/export activities.							
2A5	Your company regularly uses information about export destination countries, such as cooperation agreements, country profiles, culture, and other information, in planning/export activities.							
2A6	Which of these sources does your company obtain the above information from? (more than one answer may be given)	<input type="checkbox"/> Government <input type="checkbox"/> Non-government <input type="checkbox"/> Independent (Internal Company)						
2A7	Limited access to up-to-date information becomes an obstacle in planning/export activities.							
2A8	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to information from the most challenging (1) to the least (4)							
2A8_a	Limited information to find overseas buyers/customers.							
2A8_b	Limited information about the characteristics and requirements of exports in destination countries.							
2A8_c	Limited information about certain sectors that exporters will enter.							
2A8_d	Limited information about export documentation, requirements, regulations, and tariffs							
Block II.B. Export Promotion Program in Education and Training								
1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies 2. Please answer according to the company's experience in the last three years.								
No	Issue: Export Education and Training	Scale						
		1	2	3	4	5	6	7

2B1	Staff at your company regularly attend basic export training, such as export starters, market surveys, business planning, potential market identification, finding buyers, SWOT analysis etc.							
2B2	Staff at your company regularly attend export documentation and management training, such as bill of lading, letter of credit, shipping insurance etc.							
2B3	Staff at your company regularly participate in export counselling and coaching (e.g., marketing strategy development and finding buyers) and receive assistance in handling certain problems (e.g., bad debtors, competitor assessments, and foreign exchange transactions).							
2B4	Staff at your company regularly access online export training on INSW, trade contracts, import-export cargoes, incoterms, finding buyers etc.							
2B5	Staff in your company regularly attend export training through e-commerce.							
2B6	Which education and training do your staff attend? (more than one answer may be given)	<input type="checkbox"/> Government held <input type="checkbox"/> Non-government held <input type="checkbox"/> Independently held						
2B7	Overall, limited access, low frequency, and lack of export training variety become an obstacle in planning/export activities							
2B8	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to export education and training from the most (1) to the least challenging (4).							
2B8_a	Export documentation and export management training							
2B8_b	Basic export training (export starters, market survey, business plan preparation, market potential identification, finding buyers, SWOT analysis)							
2B8_c	Export counselling and export business coaching							
2B8_d	Foreign language training							

Block II.C. Export Promotion Program for Trade Mobility								
<p>1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies</p> <p>2. Please answer according to the company's experience in the last three years.</p>								
No.	Issue: Trade Mobility	Scale						
		1	2	3	4	5	6	7
2C1	Your company regularly attends trade shows for foreign markets							
2C2	Your company regularly participates in foreign trade missions, such as embassies abroad, ITPC, and trade attaches.							
2C3	Your company capitalises on the support from foreign trade offices, such as the Indonesian embassies in foreign countries, ITPC, and trade attaches.							
2C4	Your company leverage the use of digital platforms, such as B2B online platforms, product display, product information, company profile, buyer communication channels, e-catalogue, and online marketplace)							
2C5	Which institution organises trade mobility activities, such as trade missions, exhibitions, and business matching, that your company participates in? (more than one answer may be given)	<input type="checkbox"/> Government <input type="checkbox"/> Non-government <input type="checkbox"/> Your company						
2C6	Overall, limitations regarding access and frequency of trade mobility activities (such as trade missions, exhibitions, and business matching) become an obstacle in planning/export activities.							
2C7	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to trade mobility activities from the most (1) to the least challenging (4).							
2C7_a	Limited trade show events							

2C7_b	Limited overseas trade mission events								
2C7_c	Limited opportunities to obtain support from overseas trade offices								
Block II.D Export Promotion Program in Financial Aid Sector									
<p>1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies</p> <p>2. Please answer according to the company's experience in the last three years.</p>									
No	Issue: Financial Aid	Scale							
		1	2	3	4	5	6	7	
2D1	Your company periodically applies for credit for export activities.								
2D2	Your company periodically applies for export credit guarantees.								
2D3	Your company regularly obtains financial assistance for export-supporting activities, such as subsidies to participate in exhibitions, trade missions, etc.								
2D4	Which sources does your company access finance from? (more than one answer may be given)	<input type="checkbox"/> Internal Finance <input type="checkbox"/> Government <input type="checkbox"/> External Non-government (Banks and other financial institutions)							
2D5	Overall, limited access to finance is an obstacle in planning/export activities								
2D6	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to access to finance from the most (1) to the least challenging (3).								
2D6_a	Export credit								
2D6_b	Export credit guarantee								

2D6_c	Fund transfer assistance from abroad								
Block III. Export Related Organization Resources									
Block III.A. Managerial Resources									
<p>1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies</p> <p>2. Please answer according to the company's experience in the last three years.</p>									
No	Issue: Managerial Resources	Scale							
		1	2	3	4	5	6	7	
3A1	Management has an interest/commitment to export, including export programs, export activities, special export policies, and budgeting.								
3A2	Management has managerial skills in the export sector, such as planning, managing, and coordinating.								
3A3	Management has experience with overseas markets, such as export experience, global sales, international marketing, and logistics.								
3A4	Management has a positive reward system in supporting export activities, such as incentives, promotions, and appreciation for employees regarding export achievements, export opportunity discoveries, etc.)								
3A5	The number of personnel is sufficient to support export activities carried out by your company.								
3A6	Your company has personnel/staff specially trained on export.								
3A7	Overall, limited managerial resources are an obstacle in planning/export activities.								

3A8	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to managerial resources from the most (1) to the least challenging (4).						
3A8_a	Qualifications/competencies of managers and staff in export						
3A8_b	Allocation of staff numbers to support export activities						
3A8_c	Manager's experience in handling foreign markets						
3A8_d	Management's commitment to opening up overseas markets						
Block III.B. Production Resources and Research & Development							
<p>1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies</p> <p>2. Please answer according to the company's experience in the last three years.</p>							
No	Issue: Production and R&D Resources	Scale					
		1	2	3	4	5	6
3B1	Your company has modern production technology and equipment for export purposes.						
3B2	Your company can meet special production capacity for foreign markets.						
3B3	Your company has a patent/ brand/ royalty etc., related to export products.						
3B4	Your company has technical knowledge for foreign market-specific production, such as quality standards, product requirements, technical regulations, packaging, security and licensing.						
3B5	Your company allocates research and development budget for export purposes, such as buying new machines, designing new products, conducting customer surveys, etc.						
3B6	Overall, limited production and R&D resources hinder planning/export activities.						

3B7	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to production and R&D resources from the most (1) to the least challenging (4).							
3B7_a	Limited access to raw materials (limited supply, uncompetitive prices, etc.)							
3B7_b	Unable to keep up with technological developments in the industry							
3B7_c	A limited number of skilled workers							
3B7_d	No budget allocation for product development							
Block III.C. Intellectual Resources								
1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies								
2. Please answer according to the company's experience in the last three years.								
No	Issue: Intellectual Resources	Scale						
		1	2	3	4	5	6	7
3C1	Your company knows demands in foreign markets, such as product preferences, consumer preferences, demand volumes, purchasing power, competition, prices, and market sizes.							
3C2	Your company knows business practices in export destination countries, such as payment systems, business practices, business environment, cultural practices, and law and business contracts.							
3C3	Your company knows export regulations and documentation, such as permits, regulations, customs, and trade agreements.							
3C4	Your company knows the logistics for export activities, such as documentation, inspection, transportation, logistics, customs, and payment systems.							

3C5	Overall, limited intellectual resources, including market information, regulations and documents, and logistical needs, become obstacles in planning/export activities.							
3C6	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to intellectual resources from the most (1) to the least challenging (3).							
3C6_a	Limited knowledge of export regulations and export documentation							
3C6_b	Limited knowledge about demand in export destination countries							
3C6_c	Limited knowledge of export logistics							
3C6_d	Limited knowledge about business practices in export destination countries							
Block IV. Export-Related Organizational Capabilities								
Block IV.A. Ability to Identify Business Opportunities Abroad								
<p>1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies</p> <p>2. Please answer according to the company's experience in the last three years.</p>								
No	Issue: Business Opportunity Capability	Scale						
		1	2	3	4	5	6	7
4A1	Your company can identify potential foreign markets for product marketing, including fast-growing markets, market trends that suit your products, and countries open for import.							
4A2	Your company can identify attractive overseas business opportunities.							
4A3	Your company can contact potential overseas customers.							
4A4	Your company can obtain information about foreign markets, such as distribution centres, local competitors, domestic needs, prices, importers and buyers.							

4A5	Overall, limited capability to identify business opportunities in foreign markets is an obstacle in planning/export activities.							
4A6	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to education and training from the most (1) to the least challenging (4).							
4A6_a	Limited capability to capture foreign business opportunities							
4A6_b	Limited capability to identify potential markets abroad							
4A6_c	Limited capability to find buyers overseas							
4A6_d	Limited capability to seek information on business opportunities and potential markets abroad							
Block IV.B. Capability to Build Relationships								
<p>1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies</p> <p>2. Please answer according to the company's experience in the last three years.</p>								
	Issue: Relationship Building Capability	Scale						
		1	2	3	4	5	6	7
4B1	Your company understands the demands of customers in foreign markets.							
4B2	Your company can find company representatives in foreign markets.							
4B3	Your company can make business ties with partners in foreign markets.							
4B4	Your company can build and maintain relationships with suppliers.							
4B5	Overall, limited capability to build relationships in foreign markets is an obstacle in planning/export activities.							

4B6	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to the capability to build relationships from the most (1) to the least challenging (4).							
4B6_a	Limited ability to understand customer behaviour/demands in foreign markets							
4B6_b	Limited ability to build relationships with representatives in foreign markets							
4B6_c	Limited ability to build relationships with overseas suppliers							
4B6_d	Limited ability to build business ties with overseas partners							
Block IV. B. Ability to Build Relationships								
1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies								
2. Please answer according to the company's experience in the last three years.								
	Issue: Relationship Building Capability	Scale						
		1	2	3	4	5	6	7
4C1	Your company can apply new/innovative methods and ideas in production.							
4C2	Your company can develop new/innovative products for foreign markets.							
4C3	Your company can apply innovative export marketing methods and techniques.							
4C4	Your company can identify trends/trends and movements of competitors in foreign markets.							
4C5	Overall, limited innovation capability becomes an obstacle in planning/export activities.							

4C6	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to innovation capability from the most (1) to the least challenging (4).	
4C6_a	Limited ability to apply new methods in the production process	
4C6_b	Limited ability to develop new products	
4C6_c	Limited ability to apply innovative marketing techniques	
4C6_d	Limited ability to identify market trends and competitor behaviour in the market	

Block V. Export Marketing Strategy								
Block VA Marketing Strategy Related to Products								
<p>1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies</p> <p>2. Please answer according to the company's experience in the last three years.</p>								
	Issue: Product-Related Marketing Strategy	Scale						
		1	2	3	4	5	6	7
5A1	Your company can meet the standards/quality of products demanded by customers in foreign markets.							
5A2	Your company can meet the preferences of foreign customers in terms of design/style.							
5A3	Your company can meet the demands of overseas customers in terms of packaging and labelling.							
5A4	Your company can meet the demands of foreign customers in terms of branding.							

5A5	Your company can meet the demands of overseas customers in terms of warranty/after-sales service.							
5A6	Overall, limited abilities in product marketing strategies become an obstacle in planning/export activities.							
5A7	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to product marketing strategies from the most (1) to the least challenging (5).							
5A7_a	Limited ability to meet the demands of overseas customers in terms of standards/quality.							
5A7_b	Limited ability to meet the demands of overseas customers in the design aspect.							
5A7_c	Limited ability to meet the demands of overseas customers in terms of packaging and labelling.							
5A7_d	Limited ability to meet the demands of overseas customers in the after-sales service aspect.							
5A7_e	Limited ability to meet the demands of foreign customers in the aspect of branding.							
VB Block Price-Related Marketing Strategy								
<p>1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies</p> <p>2. Please answer according to the company's experience in the last three years.</p>								
	Issue: Marketing Strategy Related to Pricing	Scale						
		1	2	3	4	5	6	7
5B1	Your company offers attractive profit margins to partners/ importers in foreign markets.							

5B2	Your company offers attractive payment schemes for partners/ importers in foreign markets, such as terms of payment, payment terms and flexibility, etc.							
5B3	Your company offers attractive sales terms for partners/ importers in foreign markets.							
5B4	Your company applies price matching/ price competitive compared to the price offered by competitors in foreign markets.							
5B5	Your company offers a price that satisfies end customers in retail-level foreign markets.							
5B6	Overall, limited marketing strategies related to pricing are an obstacle in planning/export activities.							
5B7	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to the pricing from the most (1) to the least challenging (4).							
5B7_a	Limitations in offering attractive profit margins to overseas importers.							
5B7_b	Limitations in offering attractive payment schemes to importers in foreign markets.							
5B7_c	Limitations of applying price matching/price against the price offered by competitors in foreign markets.							
5B7_d	Limitations in offering prices that satisfy overseas customers.							
Distribution-Related Marketing Strategy VC Block								
<ol style="list-style-type: none"> The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies Please answer according to the company's experience in the last three years. 								
	Issue: Distribution Strategy	Scale						
		1	2	3	4	5	6	7

5C1	Your company can maintain fast delivery of goods to foreign markets, with fast services, high quality, and affordable prices.									
5C2	Your company can replenish foreign market inventory quickly and effectively (with a precise order quantity).									
5C3	Your company has adequate distribution coverage in foreign markets.									
5C4	Your company can manage distributors/agents for overseas markets effectively.									
5C5	Your company can effectively respond to orders from overseas customers (fast order processing and delivery).									
5C6	Overall, limited distribution strategies becomes an obstacle in planning/export activities.									
5C7	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to distribution strategies from the most (1) to the least challenging (4).									
5C7_a	Limitations in delivery speed to foreign markets.									
5C7_b	Limitations in inventory for foreign markets management.									
5C7_c	Limitations in overseas distributors/agents management.									
5C7_d	Limitations in providing fast response to orders from overseas markets.									
Promotion-Related Marketing Strategy VD Block										
<ol style="list-style-type: none"> 1. The Information Export Promotion Program is a government program that aims to encourage and facilitate exports by providing the necessary information. This program is implemented by several ministries (such as the Ministry of Trade, Kemenkop UKM, Ministry of Foreign Affairs), the provincial and municipal level offices, and other agencies 2. Please answer according to the company's experience in the last three years. 										
	Issue: Promotion Strategies			Scale						
				1	2	3	4	5	6	7
5D1	Your company can increase or maintain sales promotion activities and strategies in foreign markets.									

5D2	Your company can improve or maintain public relations with distributors, agents, and other partners in foreign markets.								
5D3	Your company can increase or maintain personal selling in foreign markets.								
5D4	Your company can increase or maintain advertising (website information, social media, digital marketing, etc.) in foreign markets.								
5D5	Your company can increase or maintain direct sales and marketing in foreign markets.								
5D6	Overall, limited promotional strategies are an obstacle in planning/export activities.								
5C7	If the answer to the previous question is on a scale of 5 to 7, then rank the problems related to promotional strategies from the most (1) to the least challenging (4).								
5C7_a	Limitations in maintaining sales promotions in foreign markets.								
5C7_b	Limitations in maintaining advertising in foreign markets.								
5C7_c	Limitations in maintaining/promoting direct marketing in foreign markets.								
5C7_d	Limitations in maintaining/promoting personal selling in foreign markets (online sales and e-commerce)								

Block VI. Export Competitive Advantage	
Block VI.A. Export Competitive Advantage from Cost Aspect	
CHARGING INSTRUCTIONS	
<ol style="list-style-type: none"> For Block 6A (Competitive Advantage), you are asked to respond to the questions below according to your company's circumstances over the past three years. A scale of 1 represents "worse", and a scale of 7 represents "better" conditions. Please answer according to the company's experience in the last three years. 	
Issue: Cost Advantage	Scale

		1	2	3	4	5	6	7
6A1	How is the cost of raw materials incurred by your company to produce export goods?							
6A2	How is the unit cost (average cost) incurred by your company for the production of export goods?							
6A3	How is the distribution cost incurred by your company for the production of export goods?							
6A4	How is the sales cost incurred by your company to produce export goods?							
<p>Block VI.B. Export Competitive Advantage from Product Aspect CHARGING INSTRUCTIONS</p> <ol style="list-style-type: none"> For Block 6A (Competitive Advantage), you are asked to respond to each of the questions below according to your company's circumstances over the past three years. A scale of 1 represents “worse”, and a scale of 7 represents “better” conditions. Please answer according to the company's experience in the last three years. 								
	Issue: Product Aspect Advantage	Scale						
		1	2	3	4	5	6	7
6 B 1	How is your company's current product differentiation in foreign markets?							
6 B 2	How is your company's current product introduction in foreign markets?							
6 B 3	What kind of product range (both horizontal and vertical variations) does your company currently offer in foreign markets?							
6 B 4	How is your company's current brand awareness/recognition in foreign markets?							
<p>Block VI.C. Export Competitive Advantage from the Service Aspect CHARGING INSTRUCTIONS</p>								

1. For Block 6A (Competitive Advantage), you are asked to respond to each of the questions below according to your company's circumstances over the past three years.
2. A scale of 1 represents “**worse**” and a scale of 7 represents “**better**” conditions.
3. Please answer according to the company's experience in the last three years.

	Issue: Product Aspect Advantage	Scale						
		1	2	3	4	5	6	7
6C1	How is the availability of your company's products in foreign markets?							
6C2	How fast and reliable is the delivery of your company's products in foreign markets?							
6C3	How are your company's pre- and after-sales services in overseas markets?							
6C4	How is the ease of public access to your company's products in foreign markets? (Ready-stock products, available in stores, etc.)							

Block VII. Export Market Performance

CHARGING INSTRUCTIONS

1. For Block 7 (Export Market Performance), you are asked to respond to each of the statements below per your company's circumstances.
2. A scale of 1 represents “**VERY LOW**” and 7 represents “**VERY HIGH**”.
3. Please answer according to the company's experience in the last three years.

	Issue: Overseas Market Performance	Scale						
		1	2	3	4	5	6	7
701	Able to provide added value for customers in foreign markets.							
702	Able to retain valuable customers in foreign markets.							

703	Able to obtain new customers in foreign markets.							
704	Able to increase reputation in foreign markets.							
705	Able to increase customer satisfaction in foreign markets.							
706	Able to meet customers' expectations in foreign markets.							

Block VIII. Export Financial Performance								
CHARGING INSTRUCTIONS								
<ol style="list-style-type: none"> 1. For Block 7 (Export Financial Performance), you are asked to respond to each of the statements below per your company's circumstances. 2. A scale of 1 represents "VERY LOW" and 7 represents "VERY HIGH". 3. Please answer according to the company's experience in the last three years. 								
No	Issue: Export Financial Performance	Scale						
		1	2	3	4	5	6	7
801	Able to increase sales volume in foreign markets.							
802	Able to increase export market share/niche.							
803	Able to increase export profitability.							
804	Able to increase the intensity of export sales.							
805	Able to increase Return on investment (ROI) from export activities.							
806	Able to increase Return on Assets (ROA) dedicated to export activities.							