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Questionnaire - 01

**Top management**

1. What are the services rendered through the SOE?
2. How does the market compaction affect SOE?
3. How do you apply SWOT analysis in enhancement of market share?
4. What are the actions or steps taken in order to refuse the weakness and threats in the SOWT analysis?
5. How do you apply customer satisfaction for the SOE?
6. How do you determine the quality of timber and timber products?
7. How do you determine the sale price of timber & timber products in SOE?
8. State in manner in which that SOE differs from other timber and timber products suppliers?
9. How would the SOE meet the prevailing competition and the higher demand for furniture in the present market conditions?
10. It is reported through the market analysis that the degree of awareness on the service provide by SOE remains at the lower value? What are steps that would be taken to enhance the market share through improving the awareness of the customer?
Questionnaire – 02

Showroom Managers and Depot Officers  .................................................................

1. How have they got to know about the information on the service provided by SOE?
   ☐ Through Promotion ☐ Through a website/ Paper adds
   ☐ Through Person ☐ Other

2. Are they aware about the service provided through SOE?
   ☐ Yes ☐ No

   What are they?
   ☐ Readymade Furniture ☐ Sawn Timber/ Logs
   ☐ Design Furniture ☐ Cempas – Important Timber
   ☐ Timber Texting Certificate ☐ Elephant Pols/ Transmission Poles

3. In which industry they are employed
   ☐ Government Sector ☐ Privet Sector
   ☐ Semi Government Sector ☐ Businessmen
   ☐ Freelancer ☐ Company Holders
   ☐ Unemployed ☐ Daily payment

4. Customer’s monthly Incoming Level
   ☐ > Rs 25,000/= ☐ Rs 25,000/= > Rs. 50,000.00
   ☐ Rs 50,000/= > Rs. 100,000.00 ☐ more than Rs. 100,000.00

5. Age Group
   ☐ 25 < 35 year ☐ 35< 45 year
   ☐ 45 < 50 year ☐ 60 < year

6. The purpose of buying furniture from SOE
   ☐ Personal Usage ☐ Dowry
   ☐ As a gift item ☐ Business purpose
7. Are there adequate logs, sawn timber and furniture in order to fulfill the customer requirement?
   - Yes
   - No

   - They can accomplish our product
   - They can Order or Design

8. Do you have a variety of design for furniture to facilitate customers with their selections?
   - Yes
   - No
   - Yes but very Old Design

9. What is the opinion of the customers about the price of your products?
   - High Price
   - Low Price
   - Reasonable Price
   - Depend on the Product & Design

10. Are the customers well aware about the custom designs? What is their opinion on the matter?
    - Yes
    - No
    - Good Service to provide that

11. Are they satisfied about your services? Do the customers re.arrive to your showrooms for your products?
    - Yes
    - No

<table>
<thead>
<tr>
<th>Feature</th>
<th>Satisfaction</th>
<th>Dissatisfaction</th>
<th>Others</th>
<th>Improve</th>
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</thead>
<tbody>
<tr>
<td>1. Reputation of the SOE</td>
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<td>2. Price</td>
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<td>3. Warranty</td>
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<tr>
<td>4. Durability &amp; timber Quality of the Product</td>
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<td>5. Final Product Quality</td>
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<td>6. Transportation Facilities</td>
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<tr>
<td>7. Government Trust</td>
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<tr>
<td>8. New technology and SOE Service</td>
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<tr>
<td>9. Aftercare Service are good</td>
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</tbody>
</table>
12. Do they inquire about the quality of the furniture depending on their price? What is their opinion on that?
   - Yes
   - May be
   - No
   - Definitely they bagging

13. What is their opinion about the price of the furniture and the kinds of timber that are used in the production?
   - Yes
   - May be
   - No
   - Definitely they asking about timber quality

14. What are the issues arias with the furniture item?
   - Less Quality
   - Design fault
   - More Expensive
   - Defect of the timber

15. What is their opinion about the SOE standards?
   - Good
   - Improve
   - Bad
   - No idea about that
Questionnaire - 03

SOE customers ...........................................................................................................

Name: ..............................................

01. Gender

☐ Male

☐ Female

02. Monthly Incoming Level

☐ > Rs 25,000/=  

☐ Rs 25,000/= > Rs. 50,000.00

☐ Rs 50,000/= > Rs. 100,000.00

☐ more than Rs. 100,000.00

03. Age Group

☐ 25 < 35 year

☐ 35< 45 year

☐ 45< 60 year

☐ 60 < years

04. In which industry are you employed?

☐ Government Sector

☐ Semi Government Sector

☐ Freelancer

☐ Unemployed

☐ Privet Sector

☐ Businessmen

☐ Company Holders

☐ Daily payment

05. Do you Know furniture brand call SOE? How do you know?

☐ Yes

☐ No

☐ Through Promotion

☐ Through a website/ Paper adds

☐ Through Person

☐ Other

06. What comes to your mind first when you hear name State Own Enterprise?

☐ Government Place

☐ Good quality wooden product

☐ Others

☐ No idea
07. As you think, what is the competitive advantage SOE has?

- Government Trust
- Best quality timber & timber product
- Guaranty
- Others

08. As a public sector organization, do you believe that SOE offer high quality product?

- Yes
- No
- No idea

09. What do you think about the price SOE charge for their Products?

- Expensive
- Depend on Timber
- Cheep
- No clear idea

10. What is your opinion about SOE product quality?

- Excellent
- Want to improve
- Good
- Depend on the price

11. If we take furniture market, do you think SOE have higher market share among the competitors?

- Yes
- Government Support
- No
- No idea

12. What is the main differentiating factor SOE have?

- Brand Name
- Quality
- Trustworthy
- Others

13. As you think what are the threats SOE have to face in future?

- Lack of resources - Timber
- Private sector
- Environmental issues
- Custom Design Furniture
- Improve marketing strategic plans.

14. What do you suggest to improve SOE business?

- Used new technology and crafting
- Proper advertising & promoting
- Manage product portfolio
- Custom Design Furniture
15. As you think what are the untouched areas of the furniture market by the SOE?
- Modern Furniture
- Decorative items
- Office furniture
- Export Goods


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<th>Improve</th>
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<td>1. Reputation of the company</td>
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<td>2. Price</td>
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<td>3. Quality of the product</td>
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<td>4. Availability</td>
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<td>5. Innovativeness with new design</td>
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<td>6. Warranty</td>
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<td>7. Transportation is good</td>
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<td>8. Used new technology (Seasoning and treatment timer)</td>
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17. What do you recommendation to uplift SOE market?

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<thead>
<tr>
<th>Recommendation</th>
<th>Good</th>
<th>Bad</th>
<th>Reduce</th>
<th>Improve</th>
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<tbody>
<tr>
<td>1 Final Quality</td>
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<td>2 Price</td>
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<td>3 Comfort and easily used</td>
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<td>4 Modern furniture design Sets (Bedroom sets, living room set)</td>
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<td>5 Simply and easily hold furniture (reduce weight/cleaning)</td>
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<td>6 Transport</td>
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<td>7 After service – warranty</td>
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<td>8 Promotion &amp; advertising</td>
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<td>9 E- Marketing service</td>
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<td>10 Utilization of function</td>
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