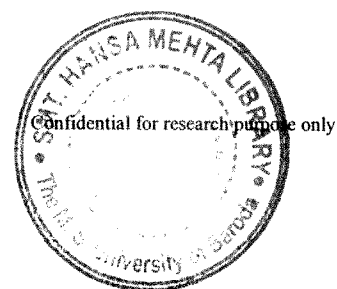


## ANNEXURE – 2 DEALER'S QUESTIONNAIRE



DEAR RESPONDENTS,

May I kindly request you to spare a little of your precious time to help me out in my doctoral study on “A COMPARATIVE STUDY OF SWOT OF CADBURY INDIA LTD. & NESTLE INDIA LTD.”, by filling up this questionnaire. I hereby assure you that the information furnished by you will only be used for research purpose.

Thank you,

Regards,

KEYUR SONI

SR.NO. \_\_\_\_\_

Store Name: \_\_\_\_\_

Retailer's Name: \_\_\_\_\_

Location of store: \_\_\_\_\_

NO.	Question	Category	Code
1.	Store type	1) Departmental 2) Specialty 3) Retail/provision 4) Super store 5) Any other (Specify) _____	<input type="checkbox"/>
2.	Years of operation of store	No. of Years _____	<input type="text"/> <input type="text"/>
3.	For how long have you been doing business with;	1) Cadbury's: _____ years 2) Nestle: _____ years	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
4.	According to you which brand of chocolates and/or milk product are more demanded by the customers?	1) Cadbury 2) Nestle 3) Both equally 4) Can't say	<input type="checkbox"/>
5.	If you are to consume chocolate or milk products for yourself or your family which brand would you normally prefer?	1) Cadbury 2) Nestle 3) Both 4) Any other specify	<input type="checkbox"/>
6.	What/which size of chocolates, according to you are normally more demanded by the customers?	Specify size in gm. _____ Specify price in Rs. _____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
7.	Which size of milk products according to you are normally more demanded by the customers?	1. 250 gms    2. 500 gms 3. 1 kg        4. Any other size	<input type="checkbox"/>

8.	Are you satisfied normally with the response/follow-up of the company after placing the order	Nestle	Cadbury	N	C
		1. Yes	1. Yes	<input type="checkbox"/>	<input type="checkbox"/>
		2. No	2. No		
9.	If no, what problems do you generally face with respect to the same?	<u>Reason for Nestle</u>	<u>Reason for Cadbury</u>	<input type="checkbox"/>	
				<input type="checkbox"/>	
10.	How many days does it take to receive the delivery of products after placing the order	Nestle	Cadbury	<input type="checkbox"/>	
		1) <= 3 days	1) <= 3 days		
		2) 4 to 7 days	2) 4 to 7 days	<input type="checkbox"/>	
		3) > 7 day	3) > 7 day		
11.	Which brand of chocolate do you stock more?	1) Cadbury 2) Nestle 3) Both 4) Any other Specify		<input type="checkbox"/>	
12.	Which brand of milk products do you stock more?	1) Cadbury 2) Nestle 3) Both 4) Any other Specify		<input type="checkbox"/>	
13.	What kind of Reward system/promotion schemes the companies use to make you stock more/give better scheme?	<u>Cadbury</u>	<u>Nestle</u>	<input type="checkbox"/>	
				<input type="checkbox"/>	
14.	Which company's promotion scheme do you like more?	1) Cadbury 2) Nestle 3) Both 4) Any other Specify		<input type="checkbox"/>	
15.	According to you, which company does more advertisement and sales promotion of their product more?	1) Cadbury 2) Nestle 3) Both 4) Any other Specify		<input type="checkbox"/>	
16.	According to you, which company is more flexible in terms of payments/credit policy?	1) Cadbury 2) Nestle 3) Both 4) Any other Specify		<input type="checkbox"/>	
17.	Have you ever received complaints from customers regarding chocolates/milk products?	1) Yes 2) No		<input type="checkbox"/>	
18.	If yes, specify the company in case of which you have such complaints more;	1) Cadbury 2) Nestle 3) Both 4) Any other Specify		<input type="checkbox"/>	