

EXHIBIT A

COVERING LETTER

Dear Sir/Madam

This questionnaire forms part of research being conducted by the Border Technikon and is concerned with the use of marketing tactics by businesses such as yours. Therefore we would be most grateful if you could spare just 10 – 15 minutes completing it.

It is hoped that the results of this research will be published next year, and that it will offer some guidelines as to how businesses such as yours could be marketed most effectively.

It must be stressed that the questionnaire is entirely anonymous. You need not identify yourself or your business in any way whatsoever. In addition, it is very easily answered; most of the questions merely require a circle around the appropriate response which we will assist you to complete.

We are most grateful to you for your assistance and kind co-operation.

Yours sincerely

MARKETING STUDENT

Mhlehazi/Nkosazana

Olu xwebhu lwemibuzon liyinxalenye yophando oluququzelelwa yi Border Technikon, kwaye lunxulumene nokusetyenziswa kwamaqhinga entengiso oshishino elifana nelakho. Ke ngoko singachulumanca ukuba ungazipha imizuzu engama 10 – 15 ukuligqibezela olu xwebhu.

Sinethemba lokub
a iziphuma zoluphando zizakupapashwa kunyaka ozayo kwaye zizakuhambisana nomgaqo-siseko wokuba ungalithengisa njani ishishini lakho ngendlela enemppumelelo.

Nabanina angaluphendula oluxwebhu lwemibuzo. Akunyanzelekanga ukuba uzazise okanye wazise ishishini elo lakho. Ukongeza, olu xwebhu kulula ukuluphendule; ungabonisa ngokwenza isangqa ukuphendule eminye imibuzo.

Sivuyiswa kukufumana inkxase yakho.

Ozithobileyo

UMFUNDI WE MARKETING

EXHIBIT B

QUESTIONNAIRE

HAWKERS / SPAZA / SMALL BUSINESS

This questionnaire consists of 3 sections.

Section A General information for classification purposes

Section B Structural rating questions relating to the use of marketing and tactics.

Section C Open-ended questions relating to the “use of marketing tactics” you use in your business

This questionnaire is to be completed in an interview with the owner or manager of each business.

SECTION A**SITE:**

General Information

The following questions ask for some details about your business and yourself. This information will be used ONLY for classification purposes.

1. What does your business sell?

2. How many people do you employ in your business?

3. Indicate the size of your business premises in m²

<15 m ²	16m ² - 25m ²	26m ² - 35m ²	>35m ²
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4. In what year was your business established?

PLEASE TICK THE APPROPRIATE BOX

5. By whom was your business started?

Self (independently established)	
Take over of an existing business	

6. Form of ownership

One man business	
Family business	
Partnership	
Franchise	
Other (please specify)	

7. Indicate the size of your firm's turnover in rands.
Daily turnover in rands

0 – 100	
101 – 200	
201 – 300	
301 – 400	
401 – 500	
501 – 600	
601 – 700	
701 – 800	
801 – 900	
>900	

8. Current status

Owner		Manager	
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9. Sex

Male		Female	
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10. Age

<29 years	
30 – 39 years	
40 – 49 years	
50 – 59 years	
>60 years	

11. Marital Status

Married	Single	Divorced	Widowed
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12. Home Language

Xhosa	
English	
Afrikaans	
Other (Please specify)	

13. My business purchases its products from:

Wholesalers	
Other retailers	
Directly from factories	
Others: Specify	

SECTION B

The questions below refer to a number of possible marketing strategies, tactics and policies, which can be generally used by your businesses. Please indicate the extent to which your business makes use of each of these identified marketing practices, if at all. There are no “right” or “wrong” responses to these. Please circle the appropriate number on the scale below.

- 1 = Most Applicable
- 2 = Usually Applicable
- 3 = Moderately Applicable
- 4 = Least Applicable

THE EXTENT TO WHICH YOUR BUSINESS . . .

14.	. . . is concerned about customer complaints	4	3	2	1
15.	. . . advertises in the local media	4	3	2	1
16.	. . . likes to stick to the existing products it sells	4	3	2	1
17.	. . . gives its customers goods on credit	4	3	2	1
18.	. . . carefully selects a good place from which to operate	4	3	2	1
19.	. . . tries to be flexible and adapt/tailor its business to meet unique customer needs	4	3	2	1
20.	. . . allocates part of the budget to promotion	4	3	2	1
21.	. . . likes to try to sell products it has never sold before	4	3	2	1
22.	. . . often given discounts to customers	4	3	2	1
23.	. . . is concerned about the layout or presentation of its products	4	3	2	1
24.	. . . is concerned about its impact on the environment	4	3	2	1
25.	. . . monitors how new customers are obtained	4	3	2	1
26.	. . . runs any form of sales promotion (e.g. gives out products, “buy one get one free” exercises, promotional tasting activities . . .)	4	3	2	1
27.	. . . asks whether the customers need any additional products/services	4	3	2	1

28.	... charges the same price as similar businesses	4	3	2	1
29.	... welcomes suggestions from customers	4	3	2	1
30.	... analyses its area of operation	4	3	2	1
31.	... tries to attract the attention of its customers	4	3	2	1
32.	... keeps its place of doing business clean and tidy	4	3	2	1
33.	... offers any after sales supporting services to its customers e.g. carry bags or wrapping paper guarantees, ...	4	3	2	1
34.	... is not concerned what competitors charge for similar products	4	3	2	1
35.	... has a policy to deal with customer complaints	4	3	2	1
36.	... considers the choice of products on offer	4	3	2	1
37.	... has a system of trying to identify where its customers are coming from	4	3	2	1
38.	... tries to achieve set goals for each day	4	3	2	1
39.	... never gives discounts to customers	4	3	2	1
40.	... considers alternative ways of getting goods to customers	4	3	2	1
41.	... tries to differentiate itself from other similar businesses offering similar products	4	3	2	1
42.	... is involved in some other form of community welfare (e.g. contribution to the needy)	4	3	2	1
43.	... gives any consideration to the presentation/ packaging of products	4	3	2	1
44.	... tries to go out and look for potential customers	4	3	2	1
45.	... asks whether customers are satisfied with the service/the range of products on offer	4	3	2	1
46.	... waits for customers to approach them for sales	4	3	2	1

47.	. . . is concerned about what the community thinks of it	4	3	2	1
48.	. . . calculates the costs involved when deciding the price	4	3	2	1
49.	. . . believes giving discounts to customers ensures that they keep coming back to buy from you.	4	3	2	1
50.	. . . believes personal hygiene and cleanliness are able to lure customers to your stand.	4	3	2	1
51.	. . . believes it is wise to know regular customer's faces and to even call them by their names.	4	3	2	1

SECTION C

In order to market successfully in the ever-increasing competitive environment of your business, it is essential that business such as your own adopt specific marketing related strategies and tactics in order to gain a competitive advantage.

QUESTION NO. 52

In the table below:

Please write down briefly the marketing strategies and tactics that you try to implement in your business to achieve good marketing performance.

QUESTION NO. 53

In the table below:

Please rank the Marketing importance to your business marketing performance.

INTERVIEWER IS TO ASSIST WITH THIS QUESTION BY EXPLAINING CAREFULLY WHAT IS REQUIRED.

TAKE EACH QUSTION (NO. 52 AND NO. 53) ONE AT A TIME

QUESTION NO. 52	QUESTION NO 53
MARKETING STRATEGIES AND TACTICS (SUCCESS CRITERIA)	RANKING
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	

EXHIBIT C

QUESTIONNAIRE CODING

Question 1 – Product classification

- | | | |
|--------------------|-------------------|-----------------|
| 1 = Consumer Goods | Convenience Goods | Staple Goods |
| 2 = Consumer Goods | Convenience Goods | Impulse Goods |
| 3 = Consumer Goods | Convenience Goods | Emergency Goods |
| 4 = Other | | |

Question 2 – Number of employees

- 1 = 0 people
- 2 = 1 – 3 people
- 3 = 4 – 6 people
- 4 = > 6 people

Question 3 – Size of premises

- 1 = <15 m²
- 2 = 16 m² – 25 m²
- 3 = 26 m² - 35 m²
- 4 = >35m²

Question 4 – Age of business

- 1 = <1 year old
- 2 = 1 – 3 years old
- 3 = 4 – 6 years old
- 4 = >6 years old

Question 5 – Who started the business

- 1 = Independently established
- 2 = Taken over an existing business

Question 6 – Form of ownership

- 1 = One man business
- 2 = Family business
- 3 = Partnership
- 4 = Franchise
- 5 = Other

Question 7 – Daily turnover

- 1 = R10 – R100
- 2 = R101 – R200
- 3 = R202 – R300
- 4 = R301 – R400
- 5 = R401 – R500
- 6 = R501 – R600
- 7 = R601 – R700
- 8 = R701 – R800
- 9 = R801 – R900
- 10 = >R900

Question 8 – Status

- 1 = Owner
- 2 = Manager

Question 9 – Sex of the hawker

- 1 = Male
- 2 = Female

Question 10 – Age of the Hawker

- 1 = <29 years old
- 2 = 30 – 39 years old
- 3 = 40 – 49 years old
- 4 = 50 – 59 years old
- 4 = >59 years old

Question 11 – Marital status

- 1 = Married
- 2 = Single
- 3 = Divorced
- 4 = Widowed

Question 12 – Home language

- 1 = Xhosa
- 2 = English
- 3 = Afrikaans
- 4 = Other

Question 13 – Source of products

- 1 = Wholesalers
- 2 = Other retailers
- 3 = Directly from factories
- 4 = Market
- 5 = Other

Questions 14 to 51

- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

Question 52 – Specific marketing tactics applied

- 1 = Customer service
- 2 = Position of stall
- 3 = Stall and product presentation
- 4 = Offer discounts or discounted prices
- 5 = Attention to stock range or quantity
- 6 = Approach (confront) potential customers
- 7 = Zero tolerance for competition

Question 53 - Score allocated for order of importance

1st = 7 points

2nd = 6 points

3rd = 5 points

4th = 4 points

5th = 3 points

6th = 2 points

7th = 1 point