



# Questionnaire

D. Samsons Industries (Pvt).  
Ltd.

Group 2| EN2002|Industrial Practice|

---

## CONTENT

---

OUR GROUP	2
PRODUCTS	3
OVERVIEW OF D.SAMSON INDUSTRIES PVT.LTD.	4
OVERVIEW OF THE INDUSTRY	5
INDUSTRY TRENDS	5
CUSTOMERS/BUYERS/POTENTIAL CUSTOMERS	5
COMPETITORS	6
WORK ENVIRONMENT	6



## OUR GROUP

---

Registration Number	Index Number	Name
2014/IS/011	14020114	DE SILVA K.H.Y.R.
2014/IS/012	14020122	DE SILVA M.T.
2014/IS/013	14020132	DE SILVA M.W.D.C.S.
2014/IS/015	14020157	DE SILVA W.A.P.P.R.
2014/IS/016	14020165	DELGOLLA D.M.S.
2014/IS/017	14020173	DELUSHAAN M.
2014/IS/018	14020181	DISSANAYAKA D.T.A.Y.M.
2014/IS/019	14020191	DISSANAYAKE S.A.D.Y.R.
2014/IS/020	14020203	EPA L.N.
2014/IS/021	14020211	GALAPPATHTHI G.P.N.



## PRODUCTS

---

1. What is the uniqueness of your products?
2. Is there substitute products on the marketplace?
3. What all measures you have taken to ensure the safety of your products?
4. How often you are thinking of launching a new product?
5. What measures have being taken to discard the excess chemicals and the rubber unused?
6. What are the differentiations made for the exported products compared to the local products?
7. How do you maintain the brand value of DSI products?
8. In what areas do you see the company expanding? Do you foresee the opening of new markets or greater globalization? Do you predict development of new products?
9. What is the pricing strategy or strategies your company follows and how did the current budget affect your company?
10. How much successful is your strategic investment of Wellassa Rubber company plantations? Will it yield the required rubber consumption as planned?
11. Your brand name is much famous in footwear but you have many other products and production categories were successfully established under your brand name?
12. When talking about DSI the first thing comes to mind is school shoes and other shoe types. What are the strategic approaches you have taken to come to this dominant position in shoe market?
13. How well you have captured the international market, what are the products you are exporting?
14. Do all the shoe products participate in profit maximization?



1. What is the sector that yields the most profit to the gross profit of the group of companies?
2. This is a company with a long history what is the main thing that cause you survival in the industry surpassing other competitors?
3. What is your idea about online retail shopping and e commerce?
4. Did the company become more successful after diversifying into so many sectors, did it become more profitable entering into sectors like apparel?
5. Milestones as per your website states that in 2013 DSI and Samson Sportswear (Pvt) Ltd. Amalgamation took place. What is the strategic reason for this? Why were they incorporated separately before this amalgamation?
6. There seems to be 2 websites; dsi.lk and dsiholdings.com. Any specific reason or are these websites describing different companies/owners?
7. What is the process you follow in appointing directors for the company? Is there a trend to pass on the titles generation-wise? Both executive and non-executive directors are there to control the company? (reasoning expected)
8. As per your milestones in the website, "Fitch Ratings (Colombo) Singapore upgraded rating of DSI Holdings Limited & the rating on its senior unsecured notes to 'A-(lka)' from 'BBB+(lka).'" This is good news. What contributed for this huge boost?
9. What gains were achieved from the first showroom opened in chennai (2004) and the rest (international)? What were promoted through it? Just footwear or anything else?
10. FILA and RBK (REEBOK) appoint D. Samson & Sons as authorized reseller in Sri Lanka in 2004. Why did you make such arrangement? Not confident on own shoe brands or just an attempt to increase revenue?



## OVERVIEW OF THE INDUSTRY

---

1. What affect the growth of the industry?
2. Who are the leaders in the industry?
3. What are the main government regulations related to this specific industry?
4. How is the government involvement for your company? And what are the support or opportunities gave to your company?

## INDUSTRY TRENDS

---

1. What are the trends in sales over recent years?
2. What are management trends in the industry?

## CUSTOMERS/BUYERS/POTENTIAL CUSTOMERS

---

1. What is the size of the population on the market?
2. What is the average income in the market?
3. Where are the potential customers?
4. Do you have any idea of entering into a new business field other than the existing sectors?
5. As a well reputed shoe manufacturing company locally and internationally, catering to various markets from the high end to the low end, how much training are the employees given to handle the customer service at DSI outlets?



## COMPETITORS

---

1. How many competitors exist roughly?
2. Who are the major competitors there?
3. How much market share you have?
4. What are the key factors you have used to differentiate your footwear products from your competitors such as Bata, what are the innovative steps you have taken for that?
5. What are the new products that threatens your products? And what are the major things your company did to overcome such competition?
6. Brands like Arugambay and Singing Fish captured your market in a blink of an eye. What were the necessary steps you have taken to regain your market position?
7. As you are in shoe market since many years and with the arrival of competitors do you think that you are capable of earning the same profit as earlier?

## WORK ENVIRONMENT

---

1. What are the modern technologies (i.e. ERP system) you use to facilitate the work environment at Samson Groups?
2. What are the steps you have taken to ensure the environmental friendliness during your manufacturing process?
3. What have your company done to ensure the environmental friendliness from your production procedure? And you think that is enough or it has to develop to ensure the environmental protection?
4. What are the welfare schemes available for employees apart from statutory social security schemes?
5. What are the special actions you have taken to protect trust of employees that other companies don't engage in?

