

Survey

Central-European Supplier Survey 2016

1190.60451

Length of interview: 40 minutes
 Start fieldwork: 2016. május 2.
 End fieldwork: 2016. június 30.

I. SAMPLE VARIABLES

- Sorszám (egyedi) (label SRSZ) [Q]

II. QUOTA

III. INTRODUCTION

Hello!

Let me describe our survey to you in a more detailed fashion than it was discussed during the phone call.

This survey is carried out jointly by the Central European University and the Institute of Economics of the Hungarian Academy of Sciences, Centre for Economic and Regional Studies. The survey will be administered to 1800 companies located in three countries. It will be an essential part of the research on understanding the way firms form and maintain supplier and buyer links with each other, and measuring the knowledge flows between them. The answers will enhance the understanding of how such relationships are formed, how these relationships are related to main firm characteristics and whether supplying domestic multinationals or intermediaries helps firms in finding export partners. The research also focuses on how different types of suppliers are able to learn from their buyers and on the relationship between knowledge flows and the characteristics of any two firms.

During the survey we aim to identify the most important partners of your company. In order to do so, it is necessary to collect the exact names of your partners and, if possible, their VAT numbers. If these pieces of information are not available at the moment, my colleague will contact you later this week with the information collected during the interview and you will have a chance to fill in the missing identifiers.

Definitions

SME (small and medium-sized enterprises): SMEs are companies with typically less than 10m euro sales or fewer than 250 employees.

Foreign companies: companies whose majority owner is a foreign entity. The most important decisions regarding the company's operations are made abroad. (e.g. OTP Bank is a domestic company and EGIS is a foreign-owned company).

Buyers/suppliers

Name of the companies: Please provide the exact name of the companies so that we can identify them correctly. If possible, supply the company type (e.g. SA, GmbH) and the full name of the company as well.

Relationship

- ✧ technology transfer: e.g. reference manuals, familiarization of patents, technology licensing
- ✧ asset transfer: e.g. choosing and purchasing the required machinery, materials and software for production

- ✧ regular checking up and consultations: e.g. training, more frequent than usual personal meetings between production managers, engineers, technicians responsible for production, developers and managers

V. MAIN QUESTIONNAIRE

Introduction

Bázis : mindenkítől

A01 [O]

Please, introduce your company briefly (in two to three sentences, e.g. products, how the company was founded, etc.).

Main buyers of the company

Bázis : mindenkítől

B01 [T]

Let me ask you about the most important buyers of your company.
Please include the companies that are affiliated or part of the same business group as you are. Please, if it is relevant in your case, mention your merchant buyers as well.

Bázis : mindenkítől

B02 [Q]

How many buyers did your company have in 2015? (If you are not aware of the exact number, it is enough to give an approximation. Members of the same business group are to be considered as separate entities.)

SCRIPTER: Skála: 0-9999.

Bázis : mindenkítől

B03 [Q]

How many of your 2015 buyers had bought from your company previously? (If you are not aware of the exact number, it is enough to give an approximation. Members of the same business group are to be considered as separate entities.)

SCRIPTER: Skála: 0-9999. B03≤B02.

Bázis : mindenkítől

B04 [Q]

How many of your 2015 buyers belong to your company's business group or the same group of owners? (If you are not aware of the exact number, it is enough to give an approximation. Members of the same business group are to be considered as separate entities.)

SCRIPTER: Skála: 0-9999. B04≤B02.

Bázis : mindenkitől

B05 [M]

Please characterize your typical buyer.

1. Final consumers
2. Merchants
3. Industrial companies

INSTR.: Read all the answers! Multiple choices are possible.

Bázis : mindenkitől

B06_0 [T]

Please name your biggest buyers based on their share in your 2015 sales (if you do not know it yet, then in your 2014 sales) and provide as much information as possible about them. Name the three most important buyers and every other buyer that had at least 10% share in your company's sales. Please provide the name of the company the invoices are sent to; and if possible, please supply their EU VAT number as well. Later on I would like to ask you for more detailed information about the three biggest partners.

Please provide the data on the biggest buyer first, and then on the rest, in decreasing order of importance.

SCRIPTER: B06_1 – B06_11 gridben kérdezendő, gridek száma: 10

Bázis : mindenkitől

B06_1 [S]

BUYER x

Can you name any other buyers that have more than a 10% share in your company's sales? (or, in case there are none, can you name any with a lower percentage rate)?

1. Yes
2. No

SCRIPTER: VEVŐ 1-nél B06_1=1. Ha VEVŐ 3-nál az érték kisebb, mint 10 (kiv. NT), akkor VEVŐ 4-nél B06_1=2. Ha VEVŐ 4-nél az érték kisebb, mint 10 (kiv. NT), akkor VEVŐ 5-nél B06_1=2. És így tovább.

Bázis: Ha B06_1=1.

B06_3 [O]

BUYER x

Name of the buyer:

Bázis: Ha B06_1=1.

B06_4 [O]

BUYER x

EU VAT number of the buyer:

-1 Do not know

-2 The buyer does not have an EU VAT number

Bázis: Ha B06_1=1.

B06_5 [S]

BUYER x

Does the buyer belong to the business group (namely, is a subsidiary of your company or a member of your business group)?

1. Yes

2. No

Bázis: Ha B06_1=1.

B06_6 [S]

BUYER x

Where is the headquarters of the buyer located?

SCRIPTER: Használd az országlistát!.

Bázis: Ha B06_1=1.

B06_7 [S]

BUYER x

Is the buyer an SME or a large company?

SME (small and medium-sized enterprises): SMEs are companies with typically less than 10m euro sales or fewer than 250 employees.

Large company: Companies that typically have more than 250 employees and more than 10m euro sales.

1. SME

2. Large company

99. Do not know

Bázis: Ha B06_1=1.

B06_8 [S]

BUYER x

What is the buyer's main business activity?

1. Industry
2. Commerce
3. Services
99. Do not know

Bázis: Ha B06_1=1.

B06_9 [Q]

BUYER x

How long have you been selling products to this buyer? Can you please state the number of years?

- 1. Do not know

SCRIPTER: Skála: -1-199.

Bázis: Ha B06_1=1.

B06_10 [Q]

BUYER x

What share of your sales comes from this buyer?

- 1. Do not know

SCRIPTER: Skála: -1, 1-100.

Bázis: Ha B06_1=1.

B06_11 [O]

BUYER x

Could you name the most important product sold to this buyer?

Bázis: Ha B06_1=1.

B06_13 [S]

BUYER x

Could you easily sell an almost identical product to another buyer?

1. Yes
2. No

Bázis: Ha B06_5=1.

B06_14 [S]

BUYER x

Through what channels did your company establish contact with this buyer?

1. The buyer was chosen in competition (e.g. internal tender)
2. The buyer was chosen by the management of the business group (e.g. the owner or the leaders of the holding made the decision)

INSTR: Read all the answers! Only one choice is possible.

SCRIPTER: Csak Vevő 1 – Vevő 3 esetén kérdezendő.

Bázis: Ha B06_5=2.

B06_15 [S]

BUYER x - <NÉV B06_3-ból>

Through what channels did your company establish contact with this buyer?

1. The company approached the buyer directly (including open tender and list-based cold calls)
2. The buyer approached the company directly (including restricted tender)
3. The company and the buyer met through an already existing network (e.g. the company had worked with another member of the business group, one of the company's buyers/suppliers assisted in establishing contact)
4. Professional event (e.g. expo)
5. Your company is indispensable (it has a monopoly in the market)
8. Other
9. Do not remember

INSTR: Read all the answers! Only one choice is possible.

SCRIPTER: Csak Vevő 1 – Vevő 3 esetén kérdezendő. Illeszd be a nevet B06_3-ból.

Bázis : mindenkítől

C01 [S]

BUYER x - <NÉV B06_3-ból>

Did your company have to change its product or production process **at the start of the relationship** to satisfy the needs of this buyer?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

1. Yes
2. No

SCRIPTER: Soronként egy válasz adható! Csak Vevő 1 – Vevő 3-ra kérdezd. Illeszd be a nevet B06_3-ból.

Bázis: Ha C01=1.

C02 [M]

BUYER x - <NÉV B06_3-ból>

(At the start of the relationship) was there any cooperation between you and your buyer in meeting this requirement?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

- 1 Technology transfer
- 2 Asset transfer
- 3 Regular meetings, consulting
- 4 None of the above [S]

INSTR.: Multiple choices per row are possible!

SCRIPTER: Soronként több válasz adható! Csak Vevő 1 – Vevő 3-ra kérdezd.

Bázis: Ha B06_9>2.

C03 [S]

BUYER x - <NÉV B06_3-ból>

Did your company have to modify its product or production process **in the past two years** to satisfy the needs of this buyer?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

1. Yes
2. No

SCRIPTER: Soronként egy válasz adható! Csak Vevő 1 – Vevő 3-ra kérdezd.

Bázis: Ha C03=1.

C04 [M]

BUYER x - <NÉV B06_3-ból>

(In the past two years) has there been any cooperation between the buyer and your company in the carrying out of the modifications?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

- 1 Technology transfer
- 2 Asset transfer
- 3 Regular meetings, consulting
- 4 None of the above [S]

INSTR.: Multiple choice per row are possible!

SCRIPTER: Soronként több válasz adható! Csak Vevő 1 – Vevő 3-ra kérdezd.

Bázis: Ha B06_9>2.

C05 [S]

BUYER x - <NÉV B06_3-ból>

Has the buyer performed regular and thorough checking in the last two years?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

1. Yes
2. No

SCRIPTER: Soronként egy válasz adható! Csak Vevő 1 – Vevő 3-ra kérdezd.

Bázis : mindenkitől – SPECIÁLIS VEVŐ

B07_0 [T]

Please name one buyer that is important not because its large share in sales but due to some other reason, and provide as much information as possible about that partner. *(For example, a certain buyer might be important because they can generate large revenue in the future, could provide good references or your company can learn from the buyer.)* Please provide the name of the company the invoices are sent to. Make sure you give the name of the company correctly so that it can be identified. If possible, please supply the EU VAT number as well.

Bázis : mindenkitől

B07_1 [S]

Could you name a buyer with the attributes described?

1. Yes
2. No

Bázis: Ha B07_1=1.

B07_2 [O]

Why is this buyer important for your company?

Bázis: Ha B07_1=1.

B07_3 [O]

Name of the buyer:

Bázis: Ha B07_1=1.

B07_4 [O]

EU VAT number of the buyer:

-1 Do not know

-2 The buyer does not have an EU VAT number

Bázis: Ha B07_1=1.

B07_5 [O]

Does the buyer belong to the business group (namely, is a subsidiary of your company or a member of your business group)?

1. Yes

2. No

Bázis: Ha B07_1=1.

B07_6 [S]

Where is the headquarters of the buyer located?

SCRIPTER: Használd az országlistát.

Bázis: Ha B07_1=1.

B07_7 [S]

Is the buyer an SME or a large company?

SME (small and medium-sized enterprises): SMEs are companies with typically less than 10m euro sales or fewer than 250 employees.

Large company: Companies that typically have more than 250 employees and more than 10m euro sales.

1. SME

2. Large company

99. Do not know

Bázis: Ha B07_1=1.

B07_8 [S]

What is the buyer's main business activity?

1. Industry

2. Commerce

3. Services

99. Do not know

Bázis: Ha B07_1=1.

B07_9 [Q]

How long have you been selling products to this buyer? Can you please state the number of years?

-1. Do not know

SCRIPTER: Skála: -1-199.

Bázis: Ha B07_1=1.

B07_10 [Q]

What share of your sales comes from this buyer?

-1. Do not know

SCRIPTER: Skála: -1, 1-100.

Bázis: Ha B07_1=1.

B07_11 [O]

Could you name the most important product sold to this buyer?

Bázis: Ha B07_1=1.

B07_13 [O]

Could you easily sell an almost identical product to another buyer?

1. Yes
2. No

Bázis: Ha B07_5=1.

B07_14 [S]

Through what channels did your company establish contact with this buyer?

1. The buyer was chosen in competition (e.g. internal tender)
2. The buyer was chosen by the management of the business group (e.g. the owner or the leaders of the holding made the decision)

INSTR: Read all the answers! Only one choice is possible.

Bázis: Ha B07_5=2.

B07_15 [S]

SPECIAL BUYER - <NÉV B07_3-ból>

Through what channels did your company establish contact with this buyer?

1. The company approached the buyer directly (including open tender and list-based cold calls)
2. The buyer approached the company directly (including restricted tender)
3. The company and the buyer met through an already existing network (e.g. the company had worked with another member of the business group, one of the company's buyers/suppliers assisted in establishing contact)
4. Professional event (e.g. expo)
5. Your company is indispensable (it has a monopoly in the market)
8. Other
9. Do not remember

INSTR: Read all the answers! Only one choice is possible.

Bázis: Ha B07_1=1.

C01 [S]

SPECIAL BUYER - <NÉV B07_3-ból>

Did your company have to modify its product or production process at the start of the relationship to satisfy the needs of this buyer?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

1. Yes
2. No

SCRIPTER: Soronként egy válasz adható! Csak Vevő 1 – Vevő 3-ra és a Speciális vevőre kérdezd.

Bázis: Ha C01=1.

C02 [M]

SPECIAL BUYER - <NÉV B07_3-ból>

(At the start of the relationship) was there any cooperation between you and your buyer in carrying out the modifications?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

- 1 Technology transfer
- 2 Asset transfer

- 3 Regular meetings, consulting
- 4 None of the above [S]

INSTR.: Multiple choices per row are possible!
SCRIPTER: Soronként több válasz adható!

Bázis: Ha B07_9>2.

C03 [S]

SPECIAL BUYER - <NÉV B07_3-ból>

Did your company have to modify its product or production process **in the past two years** to satisfy the needs of this buyer?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

1. Yes
2. No

SCRIPTER: Soronként egy válasz adható!

Bázis: Ha C03=1.

C04 [M]

(In the past two years) has there been any cooperation between the buyer and your company in carrying out the required modifications?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

- 1 Technology transfer
- 2 Asset transfer
- 3 Regular meetings, consulting
- 4 None of the above [S]

INSTR.: Multiple choices per row are possible!
SCRIPTER: Soronként több válasz adható!

Bázis: Ha B07_9>2.

C05 [S]

SPECIAL BUYER - <NÉV B07_3-ból>

Has the buyer performed regular and thorough checking in the last two years?

Sorban:

1. Product (introduction of a new or significantly upgraded – both in terms of characteristics and function – product or service)
2. Process (production or shipping process, organization of work)

Oszlopban:

1. Yes
2. No

SCRIPTER: Soronként egy válasz adható!

The relationship

Branding

Bázis : mindenkitől

D01 [S]

Let us now consider the market of your company's products or services. Is it possible to mark the products with the producer's label in this market? (Please do not consider the case when only a company specific code appears on the product.)

1. Possible in each case
2. Possible in some cases
3. Impossible

Bázis: Ha D01<3.

D02 [Q]

Please indicate the percentage share in your sales to each partner sold ...

1. under your label/brand
2. under the buyer's label/brand
3. without labelling/branding (white label)

SCRIPTER: Skála: 0-100%. A válaszok összege=100%, VEVŐ 1 – VEVŐ 3-ra és SPECIÁLIS VEVŐ-re kérdez.

Main suppliers of the company – intermediate goods and materials

Bázis : mindenkitől

E01 [T]

Next, I would like to ask you about your suppliers of intermediate goods and raw materials.

When you answer, please include the companies that are affiliated or part of the same business group as you are. Also include suppliers whose products you sell without any modifications. Please exclude energy suppliers, utilities, transportation, real estate and other business services.

Bázis : mindenkitől

E02 [Q]

How many suppliers did your company have in 2015? (If you are not aware of the exact number, it is enough to give an approximation. Members of the same business group are to be considered as separate entities.)

SCRIPTER: Skála: 0-9999.

Bázis : mindenkitől

E03 [Q]

How many of your 2015 suppliers had sold to your company in previous years? (If you are not aware of the exact number, it is enough to give an approximation. Members of the same business group are to be considered as separate entities.)

SCRIPTER: Skála: 0-9999. E03≤E02.

Bázis : mindenkitől

E04 [Q]

How many of your 2015 suppliers belong to your company's business or owner group? (If you are not aware of the exact number, it is enough to give an approximation. Members of the same business group are to be considered as separate entities.)

SCRIPTER: Skála: 0-9999. E04≤E02.

Bázis : mindenkitől

E06_0 [T]

Please name your most important suppliers based on their share in 2015 purchase cost (if you do not know it yet, then in your 2014 purchase cost) and provide as much information as possible about them. Name the three most important suppliers and every other supplier that had at least 10% share in your company's material cost. Please give the name of the company you make the payment to. Make sure you give the name of the company correctly so that it can be identified. If possible, please supply the EU VAT number as well. I am going to ask you for some more detailed information about the three most important suppliers.

Please provide the data on the biggest supplier first, and then on the rest, in decreasing order of importance.

SCRIPTER: E06_1 – E06_11 gridben kérdezendő, gridek száma: 10

Bázis : mindenkitől

E06_1 [S]

SUPPLIER x

Can you name any more suppliers that have more than a 10% share in your company's purchase costs (or, if there are no such suppliers, can you name some others with less than a 10% share)?

1. Yes
2. No

SCRIPTER: BESZÁLLÍTÓ 1-nél E06_1=1.

SCRIPTER: Ha BESZÁLLÍTÓ 3-nál az érték kisebb, mint 10 (kiv. NT), akkor BESZÁLLÍTÓ 4-nél E06_1=2. Ha BESZÁLLÍTÓ 4-nél az érték kisebb, mint 10 (kiv. NT), akkor BESZÁLLÍTÓ 5-nél E06_1=2. És így tovább.

Bázis: Ha E06_1=1.

E06_3 [O]

SUPPLIER x

Name of the supplier:

Bázis: Ha E06_1=1.

E06_4 [O]

SUPPLIER x

EU VAT number of the supplier:

- 1 Do not know
- 2 The supplier does not have an EU VAT number

Bázis: Ha E06_1=1.

E06_5 [S]

SUPPLIER x

Does the supplier belong to the business group (namely, is it a subsidiary or a member of your business group)?

1. Yes
2. No

Bázis: Ha E06_1=1.

E06_6 [S]

SUPPLIER x

Where is the headquarters of the supplier located?

SCRIPTER: Használd az országlistát.

Bázis: Ha E06_1=1.

E06_7 [S]

SUPPLIER x

Is the supplier an SME or a large company?

SME (small and medium-sized enterprises): SMEs are companies with typically less than 10m euro sales or fewer than 250 employees.

Large company: Companies that typically have more than 250 employees and more than 10m euro sales.

- 1. SME
- 2. Large company
- 99. Do not know

Bázis: Ha E06_1=1.

E06_8 [S]

SUPPLIER x

What is the supplier's main business activity?

- 1. Industry
- 2. Commerce
- 3. Services
- 99. Do not know

Bázis: Ha E06_1=1.

E06_9 [Q]

SUPPLIER x

How long have you been making purchases from this supplier? Please state the number of years.

- 1. Do not know

SCRIPTER: Skála: -1-199.

Bázis: Ha E06_1=1.

E06_10 [Q]

SUPPLIER x

What share of your overall purchase costs goes to this supplier?

- 1. Do not know

Bázis: Ha E06_1=1.

E06_11 [O]

SUPPLIER x

Could you name the most important product bought from the supplier?

Bázis: Ha E06_1=1.

E06_12 [S]

SUPPLIER x

Is the product of the supplier critical in your production process?

1. Yes
2. No

Bázis: Ha E06_1=1.

E06_13 [S]

SUPPLIER x

Could you easily buy an almost identical product from another supplier?

1. Yes
2. No

Bázis: Ha E06_5=1.

E06_14 [S]

SUPPLIER x

Through what channels did your company establish contact with this supplier?

1. The supplier was chosen in competition (e.g. internal tender)
2. The supplier was chosen by the management of the business group (e.g. the owner or the leaders of the holding made the decision)

INSTR: Read all the answers! Only one choice is possible.

SCRIPTER: Csak Vevő 1 – Vevő 3 esetén kérdezendő.

Bázis: Ha E06_5=2.

E06_15 [S]

SUPPLIER - <NÉV B07_3-ból>

Through what channels did your company establish contact with this supplier?

1. The company approached the supplier directly (including open tender and list-based cold call)

2. The supplier approached the company directly (including restricted tender)
3. The company and the supplier met through an already existing network (e.g. the supplier had worked with another member of the business group, one of the company's buyers/suppliers assisted in establishing contact)
4. Professional event (e.g. expo)
5. The supplier is indispensable (it has a monopoly in the market)
8. Other
9. Do not remember

INSTR: Read all the answers! Only one choice is possible.

SCRIPTER: Csak Vevő 1 – Vevő 3 esetén kérdezendő.

Bázis : mindenkitől – SPECIÁLIS BESZÁLLÍTÓ

E07_0 [T]

Please name one supplier that is important not because of its large share in purchase costs but for some other reason, and provide as much information as possible. *(For example, a supplier might be important because it is reliable and offers favorable financing options.)* Please give the name of the company you make the payment to. Make sure you give the name of the company correctly so that it can be identified. If possible, please supply the EU VAT number as well.

Bázis : mindenkitől

E07_1 [S]

Could you name a supplier with the attributes described?

1. Yes
2. No

Bázis: Ha E07_1=1.

E07_2 [O]

Why is the supplier important for your company?

Bázis: Ha E07_1=1.

E07_3 [O]

The name of the supplier:

Bázis: Ha E07_1=1.

E07_4 [O]

EU VAT number of the supplier:

- 1 Do not know
- 2 The supplier does not have an EU VAT number

Bázis: Ha E07_1=1.

E07_5 [O]

Does the supplier belong to the business group (namely, is it a subsidiary of your company or a member of your business group)?

1. Yes
2. No

Bázis: Ha E07_1=1.

E07_6 [S]

Where is the headquarters of the supplier located?

SCRIPTER: Használd az országlistát.

Bázis: Ha E07_1=1.

E07_7 [S]

Is the supplier an SME or a large company?

SME (small and medium-sized enterprises): SMEs are companies with typically less than 10m euro sales or fewer than 250 employees.

Large company: Companies that typically have more than 250 employees and more than 10m euro sales.

1. SME
2. Large company
99. Do not know

Bázis: Ha E07_1=1.

E07_8 [S]

What is the supplier's main business activity?

1. Industry
2. Commerce
3. Services
99. Do not know

Bázis: Ha E07_1=1.

E07_9 [Q]

How long have you been making purchases from this company? Please state the number of years.

- 1. Do not know

SCRIPTER: Skála: -1-199.

Bázis: Ha E07_1=1.

E07_10 [Q]

What share of your overall purchase costs goes to this supplier?

-1. Do not know

SCRIPTER: Skála: -1, 1-100.

Bázis: Ha E07_1=1.

E07_11 [O]

Could you name the most important product bought from the supplier?

Bázis: Ha E07_1=1.

E07_12 [S]

Is the product of the supplier critical for your production process?

1. Yes
2. No

Bázis: Ha E07_1=1.

E07_13 [S]

Could you easily buy the an almost identical product from another supplier?

1. Yes
2. No

Bázis: Ha E07_5=1.

E07_14 [S]

SUPPLIER x

Through what channels did your company establish contact with this buyer?

1. The supplier was chosen in competition (e.g. internal tender)
2. The supplier was chosen by the management of the business group (e.g. the owner or the leaders of the holding made the decision)

INSTR: Read all the answers! Only one choice is possible.

Bázis: Ha E07_5=2.

E07_15 [S]

SUPPLIER x

Through what channels did your company establish contact with this buyer?

1. The company approached the supplier directly (including open tender and list-based cold call)
2. The supplier approached the company directly (including restricted tender)
3. The company and the supplier met through an already existing network (e.g. the supplier had worked with another member of the business group, one of the company's buyers/suppliers assisted in establishing contact)
4. Professional event (e.g. expo)
5. The supplier is indispensable (it has a monopoly in the market)
8. Other
9. Do not remember

INSTR: Read all the answers! Only one choice is possible.

Bázis : mindenkitől

E08 [Q]

Please state the share of products from the supplier purchased with

1. Your company's label/brand
2. The supplier's or producer's (when supplier is an intermediary) label/brand
3. No label/brand

SCRIPTER: Skála: 0-100%. A válaszok összege=100%, BESZÁLLÍTÓ 1 – BESZÁLLÍTÓ 3-ra és SPECIÁLIS BESZÁLLÍTÓra kérdezd.

Machinery and equipment used in production

Bázis : mindenkitől

F01 [T]

Next, I would like to ask you a few questions regarding the most important pieces of machinery and equipment at your company.

Bázis : mindenkitől

F02 [S]

Does your company use high-value machines or equipment in the production process? Please consider fixed and mobile machines, special vehicles (e.g. forklifts), material handling equipment and packer machines. Power tools should be only considered when their value is over HUF 1 million.

1. Yes
2. No

Bázis: F02=1.

F03 [M]

Does your company have any machinery that was...

1. Installed more than 10 years ago?
2. Installed in the past 10 years?

Bázis: F03=1.

F04 [S]

From among the machines that were installed more than 10 years ago are there any that were produced by a foreign or domestic company and/or by your own company?

Sorokban:

1. Foreign machine
2. Domestic machine
3. Machine produced by your company

Oszlopokban:

1. Yes
2. No

SCRIPTER: Soronként egy válasz adható.

Bázis: F03=2.

F05 [S]

From among the machines that were installed **less** than 10 years ago are there any that were produced by a foreign or domestic company and/or by your own company?

Sorokban:

1. Foreign machine
2. Domestic machine
3. Machine produced by your company

Oszlopokban:

1. Yes
2. No

SCRIPTER: Soronként egy válasz adható.

Bázis: F03=2.

F06 [T]

Let me ask you about your most important pieces of machinery and equipment or, perhaps, complete production lines **that were installed in the past ten years** (only the date of installation matters, you should not distinguish between second-hand and new machines). Please think of the three machines that are most important for your business and provide as much information as possible.

.

Bázis: F03=2.
SCRIPTER: GRIDben az F07_1-F07_10. Háromszor kérdezd.

F07_1 [S]

MACHINE x

Does your company still have any machines that were installed in the past ten years?

1. Yes
2. No

SCRIPTER: GÉP 1 esetén F07_1=1.

Bázis: F07=1.

F07_2 [O]

MACHINE x

The name of the machine (such as molding or lathe machine):

- 1 Do not know

Bázis: F07=1.

F07_3 [O]

MACHINE x

The name of the machine producer:

- 1 Do not know

Bázis: F07=1.

F07_4 [S]

MACHINE x

Where is the headquarters of the machine producer located?

- 1 Do not know

SCRIPTER: Használd az országlistát.

Bázis: F07=1.

F07_5 [O]

MACHINE x

When was the machine produced?

- 1 Do not know

SCRIPTER: Skála: 1900-2016.

Bázis: F07=1.

F07_7 [S]

MACHINE x

Please rate the quality of the machine in question on a 5 point scale comparing it to similar machines available in the market.

5. Much better quality than other machines
4. Better quality than other machines
3. About the same quality compared to other machines
2. Worse quality than other machines
1. Much worse quality than other machines

INST.: Read all the answers!

Bázis: F07=1.

F07_8 [S]

MACHINE x

Did your company need to make changes in the production process to successfully operate this machine? Did you need to...

Sorokban:

1. Hire new employees
2. Train existing employees
3. Buy different materials or intermediate inputs

Oszlopokban:

1. Yes
2. No

SCRIPTER: Soronként egy válasz adható.

Bázis: F07=1.

F07_9 [O]

MACHINE x

Beyond what has already been mentioned, did your company need to make any further changes in the production process to successfully operate this machine?

Bázis: F07=1.

F07_10 [S]

MACHINE x

Has your company received any assistance (training or consulting) with installing and operating the machine from the producer?

1. No
2. Yes, only for installation
3. Yes, regularly

VI. DEMOGRÁFIA

Bázis : mindenkitől

Z01 [S]

Finally, let me ask you about a few important attributes of your company.

What is the currency of your company's balance sheet accounts?

1. Forint
2. Euro
3. Other, please specify [O]

Bázis : mindenkitől

Z02 [Q]

What was the revenue of your company in 2014 and 2015? Please give in <Z01-ben említett deviza> for each category!

SCRIPTER: Ha Z01=1: Az éves árbevételt ezer forintban adja meg kérem.

Sorokban:

1. Total revenue
2. Domestic revenue
3. Export revenue from EU countries
4. Export revenue from non-EU countries

Oszlopban:

1. in 2014
2. in 2015

INST.: If there was no revenue in the category denote with 0!

SCRIPTER: Skála: 0-999999999. $Z02_1 \leq (Z02_2 + Z02_3 + Z02_4)$

Bázis : mindenkitől

Z03 [Q]

Please, specify the number of your employees. Part-time employees should be included (expressed in full-time equivalent units), but consultants and employees of subcontractors working on site or employees of temporary /outsourced staffing agencies should be excluded.

Sorokban:

1. Number of employees
2. Number of employees in production
3. Number of contractual employees

Oszlopban:

1. in 2014
2. in 2015

INST.: If there were no employees in the category, denote it with 0!

SCRIPTER: Skála: 0-999999. A 2. válasz ≤ az 1. válasz.

Bázis : mindenkitől

Z04 [S]

Is your company independent, namely, owned by individuals or families rather than being part of a business group?

1. Yes
2. No

Bázis: Ha Z04=1.

Z05 [S]

Who decides typically on a new, large contract with a buyer?

1. Owner(s)
2. CEO / Board of Directors who are also owners
3. CEO / Board of Directors who are not owners
4. Owner(s) and CEO together

INST.: Read all the answers! Only one choice is possible.

Bázis: Ha Z04=2.

Z06 [S]

The next question is about the ownership structure of your company. Which of the following describes your company the best?

1. Your company's majority owner (direct or indirect) is a domestic industrial company
2. Your company's majority owner (direct or indirect) is a foreign company/multinational company
3. Other type of majority owner (e.g. bank or state organization)
4. Your company does not have a majority owner

INST.: Read all the answers! Only one choice is possible.

VII. LAST CHECK

Bázis: B06, B07, E06, E07, F07 valamelyikében « Nem tudja » választ adott

Z07 [S]

Earlier you could not give me all the information about some of your buyers or suppliers. Could you please search for these missing pieces of information and send them to us?

1. Yes
2. No

Bázis: Z07=1

Z08 [O]

Thank you. One of my colleagues will soon contact you via e-mail to collect any information that might be missing. Could you please provide me with your e-mail address?

E-mail:

VIII. END OF QUESTIONNAIRE

Thank you very much for your time and helping us by answering our questions.