1. Introducing Ourselves
   * 1. who we are?
     2. What we are going to do?
     3. Reasons for this interview
2. Get to know About the Busines
   * 1. Business Name/ address
     2. Owner
     3. Nature of the Business
     4. Stage / level in the industry
3. Questionnaire
   * 1. Do they have any kind of WA already?
     2. What is their opinion about WA already they have (positive/ negative), if not what are they thinking about having WA (positive/ negative) (interesting or not)?
     3. What are the benefits that they would expect from a WA?

If like or interesting in WA

* + 1. What kind of designs they would be looking for?
    2. What is their preference between imported and local WA?
    3. What will be the highest price or price range that they would be spend?
    4. What are the things that they would consider about when buying a WA?

Material, Size, Appearance (antic, modern, traditional, very expensive looking or whatever.)

* + 1. What is their preference way of buying a WA?
* Buying a WA that have already made and displayed in a showroom
* Pre ordering a WA selecting a design through a catalog or a gallery according to the dimensions that they need.
  + 1. If you have to choose a one between, just an attractive WA and WA product that have any other benefits just like hanging keys?
    2. If you have to choose a one between, an attractive WA and any other decorating item (not attached on wall)
    3. Do they believe any other psychological matters rather than customer attraction through a WA (just like a well-designed, properly arranged office room/work environment help people to be in there with good mindset)?
    4. If they have any suggestions to give us regarding the production and any advises to give us as freshers.