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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Data Collection Questionnaires for Interactive Marketing Agency Development** | | | | | | | |
|  |  |  |  |  |  |  |  |
| **Scope** | Seafood producers, processors or distributors in Thailand | | | |  |  |  |
| **Purpose** | To gather information needed in the development process of the interactive marketing agency | | | | | | |
|  | which will be translated into requirements used for data modelling | | | | |  |  |
| **Interviewee Contact Details** | | |  |  |  |  |  |
| First Name |  |  |  |  |  |  |  |
| Last Name |  |  |  |  |  |  |  |
| Telephone No. |  |  |  |  |  |  |  |
| Email Address |  |  |  |  |  |  |  |
| Business Name |  |  |  |  |  |  |  |
| Website |  |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- |
| **Item** | **Questionnaire** |  |  |  |  |
| 1 | How many types of products do you sell? What are they? | | |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 2 | What products do you sell? | |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 3 | What package types do you have for your products or you sell by volume? | | | |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 4 | Do you agree with the price standardization provided by the cooperative organization which will apply to all of your products? | | | | |
|  | ( ) Yes | ( ) No |  |  |  |
|  |  |  |  |  |  |
| 5 | What payment methods do your customer prefer? | | |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 6 | How many classes of customers and can they buy your products for different prices? | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 7 | What feedback you want from the customers who have purchased your products? | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 8 | What promotions do you want to offer your customers? (Suggestion: cheaper price before its coming expiry date) | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 9 | Do you want us to store and deliver products for you? | | |  |  |
|  | ( ) Yes | ( ) No |  |  |  |
|  |  |  |  |  |  |
|  | \* Item 9.1 needs to be completed only when the interviewee has answered ( X ) Yes in item 9 | | | | |
| 9.1 | What methods do you prefer to ship your products to us? | | |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | \* Item 9.2 needs to be completed only when the interviewee has answered ( X ) Yes in item 9 | | | | |
| 9.2 | Do different products need cold storages with different temperatures to keep them? | | | | |
|  | ( ) Yes | ( ) No |  |  |  |
|  |  |  |  |  |  |
|  | \* Item 9.3 needs to be completed only when the interviewee has answered ( X ) Yes in item 9 | | | | |
| 9.3 | Do you want us to return or dispose your products once they are nearly expired? | | | | |
|  | ( ) Return | ( ) Dispose |  |  |  |
|  |  |  |  |  |  |
|  | \* Item 9.3.1 needs to be completed only when the interviewee has answered ( X ) Return in item 9.3 | | | | |
| 9.3.1 | Would you like to pick up or have us return your products to you? (\*fee applied for latter) | | | | |
|  | ( ) Pick up | ( ) Have us return |  |  |  |
|  |  |  |  |  |  |
|  | \* Item 9.3.2 needs to be completed only when the interviewee has answered ( X ) Return in item 9.3 | | | | |
| 9.3.2 | How long do you prefer to be notified before your products are expired? | | | |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  | \* Item 9.4 needs to be completed only when the interviewee has answered ( X ) No in item 9 | | | | |
| 9.4 | What shipping method do you prefer to deliver your products to customers? | | | | |
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|  |  |  |  |  |  |
| 10 | What do you want to know for your personal dashboard (report)? | | | |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |