

# Business Interview Guide 3

## Assessment - Existing Clusters

Scaling and strengthening clusters requires determination of what is constraining and/or what opportunities there are to enhance cluster competitiveness. **These sample questions could be used in conjunction with Interview Guides 1 & 3.**

1. What kind of networks or associations are you a member of?
  - Not member of sectoral association
  - Industry Association
  - Business Association
  - Self-Help-Group
  - Producer Cooperative
  - Women's Association
  - Formal cluster association
  - Other (Specify)
2. Would you say that all members of your group/association agree on the short-term and long-term objectives of the cluster? Yes/No
3. Do you think your own business interests are represented in the group? Yes/No
4. Do you think all cluster participants benefit equally from being a member? Yes/No
5. Would you say that members help each other, when needed? Would you also provide support and advice to other members?
  - no
  - partly
  - mostly
  - yes
6. Would you say you (can) communicate openly with the other members of your association? Yes/No
7. Would you share information regarding:
  - production processes
  - input materials
  - buyers
  - price information
  - other (specify)



8. How many meetings and other events facilitated by your association/group have you participated in, in the past 6 months?

9. What kind of activities have you been involved in in the past 6 months?

- overall cluster meetings
- firm - supplier meetings
- exposure visits
- firm-service provider meeting
- technical training
- leadership training
- other \_\_\_\_\_

10. What financial contributions did you make to the activities you participated in?

Specify event: \_\_\_\_\_ Financial Contribution: \_\_\_\_

11. What in kind contributions did you make to the activities you participated?

Specify event: \_\_\_\_\_ In kind: \_\_\_\_

12. How useful were these events for your business?

- entirely useless
- rather useless
- rather useful
- entirely useful

*If you found the events, you participated in useless, what would you change?*

13. What are the concrete outcomes from participating in the events mentioned above?

14. Why didn't you participate in any events?

- events took place in past 6 months
- I was not invited to participate at any events
- I was too busy to participate
- I did not think the events offered would be useful
- other (specify)

15. In general, how satisfied are you with the services and activities offered by the association/group?

- entirely unsatisfied
- rather unsatisfied
- rather satisfied
- entirely satisfied

16. Were you engaged in any joint action plans in the past 6 months? Yes/No



17. Were you engaged in any joint purchases in the past 6 months? If yes, how many?

Specify the three most important joint purchases in past 6 months.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was the respective total value of the three most important joint purchases?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was your contribution to the three joint purchases?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How many entrepreneurs were involved in these three joint purchases?

Would you say that your business has benefited from these joint purchases?

Yes/No

18. Were you engaged in any joint promotional activities in the past 6 months? If yes, how many?

Specify the three most important promotional activities in past 6 months.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was the respective total expenditures on the three most important joint promotional activities?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was your contribution to these joint promotional activities?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How many entrepreneurs were involved in these promotional activities?

Would you say that your business has benefited from these joint promotional activities? Yes/No



19. Were you engaged in any joint sales in the past 6 months? If yes, how many?

Specify the three most important joint sales in past 6 months.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was the respective total value of the three most important joint sales?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was your share of income from the joint sales?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How many entrepreneurs were involved in the three joint sales?

Would you say that your business has benefited from these joint actions?

20. Were you engaged in any joint investments in the past 6 months? If yes, how many?

Specify three most important joint investments in past 6 months.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was the respective total value of the three most important joint investments?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was your contribution to the joint investments?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How many entrepreneurs were involved in the three joint investments?

Would you say that your business has benefited from these joint actions?

21. Were you involved in any other joint actions? If yes, how many?



Specify three most important other joint actions in past 6 months.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was the respective total value these other three most important joint actions?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What was your contribution to the joint action?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How many entrepreneurs were involved in these three joint actions?

Would you say that your business has benefited from these joint actions?

22. Do you expect to engage in any joint actions in the next 6 months? certainly yes

- probably yes
- probably not
- certainly not
- I don't know

23. How many joint activities are already planned for the next 6 months?

Specify three most important planned joint actions in past 6 months.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What is the expected respective total value these planned joint actions?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What is your expected contribution to these joint actions?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How many entrepreneurs are expected to be involved in these joint actions?



## BUSINESS PERFORMANCE

1. How satisfied are you with the performance of your business in the past 6 months?
  - very unsatisfied
  - rather unsatisfied
  - rather satisfied
  - very satisfied
2. Why were you not satisfied? What would you like to improve?
3. Have you launched any new or customized products in the past 6 months? If yes, how many? Describe.
4. How many new / adapted products have you launched in the past 6 months? Describe briefly.
5. List three most important products you generate most income from.
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_

How much have you produced of these products, in the past 6 months?

1. \_\_\_\_\_ Unit \_\_\_\_
2. \_\_\_\_\_ Unit \_\_\_\_
3. \_\_\_\_\_ Unit \_\_\_\_

How much have you sold of these products, in the past 6 months?

1. \_\_\_\_\_ Unit \_\_\_\_
2. \_\_\_\_\_ Unit \_\_\_\_
3. \_\_\_\_\_ Unit \_\_\_\_

What are the UNIT prices you obtained for each of these products?

1. \_\_\_\_\_ / Unit \_\_\_\_
2. \_\_\_\_\_ / Unit \_\_\_\_
3. \_\_\_\_\_ / Unit \_\_\_\_

6. Thinking about all products you sell, what is the income from sales your enterprise has generated in the past 6 months?

*What were your net profits in the same period, this means your income from your business once all expenditures on labor, input material, equipment and other infrastructure such as electricity and rent are accounted for?*

7. How many different buyers do you sell your products to?



8. How many of these buyer's place orders on a regular basis?
9. What is the total volume of orders placed by these buyers?
10. How satisfied, do you think, are your customers with the quality of your products?
- very unsatisfied
  - rather unsatisfied
  - rather satisfied
  - very satisfied
  - I don't know
11. Out of 1000 units produced, how many are rejected be the buyers on average?
12. What input materials do you need for your production processes?
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
13. What does the production of 1 [UNIT] of each product cost? (including costs for input materials, labour and any other costs))
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
14. How much time does the production of one [UNIT] take?
1. \_\_\_\_\_ / Unit \_\_\_\_\_
  2. \_\_\_\_\_ / Unit \_\_\_\_\_
  3. \_\_\_\_\_ / Unit \_\_\_\_\_<sup>i</sup>

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<sup>i</sup> Content sourced from the Foundation for MSME Clusters

