

# Business Interview Guide 8

## Assessment: Service Providers/Support Institutions

The goal of this assessment is to:

- ✓ Determine which useful business services are provided by institutions and service providers and how do they complement each other?
- ✓ How are these services are organized; is there cooperation with the principal stakeholders?
- ✓ What are the crucial weaknesses and gaps in these services – in terms of outreach, quality, cost, sustainability, dependence, relevance?

### MEMBERSHIP IN NETWORKS AND ASSOCIATIONS

1. Are you a member any network or association? Yes/No

If yes, what kind of networks or associations are you a member of?

- ⚙ Cluster Working Group
- ⚙ Cluster Steering Group
- ⚙ Cluster Technical Group
- ⚙ Sectoral Association
- ⚙ Business Association
- ⚙ Other (Specify)

### PARTICIPATION IN MEETINGS AND EVENTS

1. Are you aware of the cluster initiative in this area? Yes/No
2. How relevant do you think the – (name of cluster) is for the local /regional economy?
3. Are there any employee's /contractor in your organization that have completed technical training that is relevant for the ---(name of cluster) production/processes?  
Yes/no if yes: specify which training
4. Have you been involved in any meetings or other events facilitated by the cluster initiative in the past 6 months? Yes/No If yes, how many?
5. What kind of activities have you been involved in in the past 6 months?
  - ⚙ meeting with cluster firms
  - ⚙ meeting with cluster development staff
  - ⚙ meeting with other service providers of same sector
  - ⚙ exposure visit
  - ⚙ meeting with members of steering committee
  - ⚙ other (specify)



6. Is there any kind of institutionalized relationship between your organization and the cluster group? Please describe (e.g: partnership agreement, MOU etc)?
7. Have you set up a mechanism to allow for regular dialogue? Yes/No if yes: specify:
8. Have you identified something like an action plan, a timeline and responsibilities? if yes: specify:
9. Do you have a person assigned to deal with all matters related to the cluster? Yes/No if yes: specify:
10. Are you aware of the service needs of the cluster firms? Yes/No
11. Are you currently collaborating with cluster firms to identify shared business interests and design services customized to their needs? Yes/No if yes describe briefly  
*If yes, how many other actors are involved in this activity? (number of cluster firms and other service providers) Who are they (list)?*
12. Would you be able to design services that are customized to the needs of the cluster firms? Yes/No
13. Do you think working with the cluster firms could be beneficial to your institution? Yes/No If no, Why not?

## AVAILABILITY AND ACCESSIBILITY OF SERVICES

1. Which kind of services do you offer?
  - ⚙ banking & financial services
  - ⚙ training services
  - ⚙ quality insurance
  - ⚙ certification
  - ⚙ legal counselling
  - ⚙ fiscal counselling
  - ⚙ management counselling
  - ⚙ market information
  - ⚙ promotion
  - ⚙ R&D
  - ⚙ information technology
  - ⚙ other (specify)
2. How many different services do you offer? number: \_\_\_\_\_
3. Who are your most important clients? Describe sector, company size / ownership.
4. What share of your client base do the cluster account for? \_\_\_\_\_%
5. Have you launched any new or customized services to satisfy the needs of the cluster firms in the past 6 months? If yes, how many? Describe briefly.



6. Is the interviewee representing a profit oriented service provider? Yes/No

if yes: Thinking about all services you sell, what is the income from sales your enterprise has generated in the past 6 months?

- ⇒ List 3 most important services you offer most frequently.
- ⇒ How many times have you sold/offered these three services, in the past 6 months?
- ⇒ What are the prices you charge for each of these services?
- ⇒ 1. \_\_\_\_\_ per \_\_\_\_\_
- ⇒ 2. \_\_\_\_\_ per \_\_\_\_\_
- ⇒ 3. \_\_\_\_\_ per \_\_\_\_\_

7. How many customers did you cater to in the past 6 months? Total: \_\_\_\_\_

8. How many of these customers are regular customers?

9. What share of your customers are?

- a. Male/Female
- b. Indigenous
- c. Newcomers

10. How satisfied, do you think, are your customers with the quality of your services?

- ⚙ very satisfied
- ⚙ rather satisfied
- ⚙ rather unsatisfied
- ⚙ very unsatisfied
- ⚙ I don't know

11. Do you provide training services? Yes/No

If yes, what kind of trainings do you offer

- ⚙ Management
- ⚙ Marketing
- ⚙ Accounting
- ⚙ Quality
- ⚙ Productivity
- ⚙ Technical skills
- ⚙ Group Leadership
- ⚙ other (specify)

12. Do you provide banking or financial services? Yes/No

If yes, what kind of financial services do you provide?



13. Are you planning to offer new services that are accustomed to the needs of the cluster producers? Yes/No

*If yes, what kind of services are you planning to offer? Describe briefly.*

*Are you planning to involve cluster stakeholders in designing suitable services?*

14. What type of payment mechanism you follow? (Suggestion: membership, up-front fees, third party payment, instalment fees)

15. Do you feel there is lack of awareness within the cluster with respect to your services?

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

