

The SME Survey Questionnaire

1. COMPANY PROFILE

1.1 Company name _____

Address _____

Fax # _____

Telephone# _____

e-mail _____

1.2 Person contacted _____

**PLEASE RETURN THIS QUESTIONNAIRE TO :
MR. DAVID WU**

**by fax (021) 62526306
or by mail to the following address :
ta3493@sh163.net**

BEFORE June 21, 2001

Person interviewed _____

1.3 Legal status _____

1.4 Number of employees

A. <10

B. 10-99

C. 100-199

D. 200-499

E. >500

1.5 Type of activity **A.** manufacturing **B.** Service **C.** commerce & trade **D.** Others _____

1.6 Main products & Activities

1.7 Assets value _____

1.8 Annual turnover _____

2. SME Policy

2.1 PLEASE LIST SME POLICIES OF WHICH YOU ARE AWARE?

2.2 IN YOUR OPINION, WHICH OF THE FOLLOWING ORGANIZATIONS SUPPORT SMES IN CHINA ?

A. national government

B. large state companies

C. local administration

D. large foreign companies

E. international donors

F. consulting companies and Agencies

G. associations of entrepreneurs

H. insurance companies

I. banks

J. service centers

K. chambers of commerce

L. others

2.3 IN YOUR OPINION, WHAT ARE THE BARRIERS TO THE DEVELOPMENT OF THE SMALL BUSINESS IN CHINA (SEVERAL ANSWERS POSSIBLE)

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- | | |
|---|--|
| <p>A. unstable legal environment</p> <p>B. uncompetitive products</p> <p>C. high level of taxation</p> <p>D. low purchasing power of the population</p> <p>E. insufficient support from local authorities</p> <p>F. negative image of the entrepreneurs</p> <p>G. procedural difficulties in starting a company</p> <p>H. Difficulty in accessing to credit</p> | <p>I. low coordination between organizations supporting SMEs</p> <p>J. lack of qualified human resources</p> <p>K. Lack of clear government SME program</p> <p>L. lack of market information</p> <p>M. lack of management skills</p> <p>N. too high cost of money</p> <p>O. lack of proper marketing skills</p> <p>P. other (what exactly?)_____</p> |
|---|--|

2.4 IN YOUR OPINION, WHAT MEASURES SHOULD BE TAKEN AT GOVERNMENTAL LEVEL TO SUPPORT THE CREATION AND DEVELOPMENT OF SMALL BUSINESS IN CHINA ?

- A.** simplify the registration of new companies
- B.** help to create the « one-stop shop » for SMEs based on existing agencies for SME support
- C.** facilitate access to financing (creation of SME funds, etc)
- D.** decrease the amount of taxes
- E.** decrease the number of taxes and simplify the tax system
- F.** simplify the system of reporting (currently, many reports to different organizations)
- G.** decrease taxes for Chinese exporters and promote « China-made »
- H.** give priority to women-entrepreneurs and create program of support of business-women
- I.** determine laws more concretely and exactly
- J.** create more penalties for SMEs which do not pay taxes
- K.** publish more information for small business
- L.** help to create « business incubators » or « technology parks » for new companies where they can be based for first 1-2 years
- M.** create special funds for business-skilled staff
- N.** support innovative technological companies
- O.** other _____

3. SME SUPPORT

3.1. HAVE YOU EVER ASKED SUPPORT FROM ANY OF THE FOLLOWING BUSINESS SERVICE PROVIDERS ? (IF YES, PLEASE CIRCLE THE CORRESPONDING LETTERS)

- A.** Law Firms
- B.** Private consulting Firms
- C.** Training service providers
- D.** Talent market/employment agency
- E.** Banks and financial institutions
- F.** SME Service Centers
- G.** Accountant/auditors
- H.** Advertising and promotion service providers

3.2 IF YES, AT WHAT STAGE HAVE YOU ASKED FOR SME SUPPORT?

- A.** before creating a company

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- B. during the process of company set up
- C. when my company started to grow
- D. when my company started to have problems

3.3. FOR WHAT TYPE OF SERVICES ?

- A. information on company creation
- B. search for partner/distributor
- C. search for information about other Chinese or foreign companies
- D. information about Chinese legislation
- E. training
- F. business consulting
- G. business planning
- H. information for access to financing

4. The Services

4.1 TYPICAL SME SERVICES ARE LISTED BELOW. PLEASE TELL US IN YOUR OPINION WHAT SERVICES ARE THE MOST IMPORTANT FOR SMES ?

INFORMATION SERVICES

- A. providing basic information on foreign companies searching for partners in China (example : their addresses and their offers)
- B. information on Chinese law
- C. information about fiscal incentives and policies
- D. information for start-up entrepreneurs
- E. providing package of information for company registration
- F. Others (please specify)_____

CONSULTING SERVICES

- A. business planning for SMEs (to be presented to the bank or investors)
- B. help with the presentation of business plan to the banks
- C. search for a potential investor using the business plan
- D. market research/marketing
- E. Banking and credit financing
- F. Seminars and exhibitions for SMEs on specific subjects (international services)
- G. SME law (lawsuit, enterprise law)
- H. Accounting and book-keeping
- I. Credit assessment (Loan application)
- J. Employment (Recruitment)
- K. Others (Please specify)_____

TRAINING SERVICES

1. MARKETING

- A. Marketing plan
- B. Marketing research
- C. Product promotion
- D. Marketing strategy

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E. Advertising

2. Accounting

- A. Cash flow
- B. Book keeping
- C. Audit
- D. Taxation
- E. Business planning

3. Human resources Management

- A. Management skills
- B. Motivation of staff
- C. Performance appraisal
- D. Technology

4. Production/technology

- A. Product design
- B. Production management system
- C. Software development (IT)

5. Others (please specify) _____

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5. Utilisation of Services

Please complete the table below on your usage of services

Service	Used? (y/n)	Paid (y/n)	Would you pay? (y/n)	Who was your business service provider(see 3.1)
INFORMATION SERVICES				
a. providing basic information on foreign companies searching for partners in China (example : their addresses and their offers)				
b. information on Chinese law				
c. information about fiscal incentives and policies				
d. information for start-up entrepreneurs				
e. providing package of information for company registration				
Others (please specify)				
CONSULTING SERVICES				
I. Business Support				
a. business planning				
b. presentation for the banks				
c. search for potential investors				
d. assistance in raising finance				
II. Marketing support				
a. marketing plan				
b. marketing research				
c. promotion & advertising				
d. marketing strategy				
Others (Please specify)				
III. Legal support				
a. SME law (lawsuit, enterprise law)				
Others (please specify)				
IV. Human Resources Management				
a. selection & recruitment				
b. motivation				
c. performance assessment				
d. promotion & succession planning				
e. training				
Others (please specify)				
V. Accounting				
a. procedures & methodology				
b. financial reporting				
Others (please specify)				
VI. Technology				
a. product design				
b. production management system				
c. software development (IT)				
Others (please specify)				
VII. Promotional activities				
a. seminars & exhibitions				

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b. advertising				
TRAINING SERVICES				
a. Marketing				
b. Accounting				
c. Business planning				
d. Strategy				
e. Technology				
c. Human resource management				
Others (please specify)				

6. Finance

6.1 HAVE YOU EVER RAISED FINANCE FROM

A. Banks **yes** **no**

B. Family **yes** **no**

C. Others (if yes, please specify) _____

6.2 WHAT WERE YOUR PROBLEMS, IF ANY?

A. Insufficient collateral

B. Poor documentation

C. Project proposal not accepted

D. Previous credit record

E. No personal contact in lending institutions

F. Own contribution too small

G. Other (please specify) _____

Thank you very much for your time.