

Trade Association Interview

<i>Category</i>	<i>No.</i>	<i>Question?</i>	<i>Answer format</i>
1 Basic information	1 a	Please describe the nature of your industry in Srirangapatna	Free Text String
2 Basic information	2	About what share of the local economy do you think your industry represents?	Percentage Range
3 Basic information	3 a	About how many individual businesses in your industry are located in town?	Number Range
4 Basic information	3 b	Where are these industrial units located?	Geo-referenced location
5 Basic information	4 a	About how many people are directly employed in your industry?	Number Range
Basic information	4 b	How much in total wages are they paid? (or average wages and number of employees)	Number Range
6 Basic information	4 c	Can you break this down by role or job title, each with a corresponding wage?	Number Range
7 Supply Chain	5 a	What are the primary places from which your industry receives its inputs?	Free Text String
Supply Chain	5 b	Are these mostly in town or out of town, and if so where?	Free Text String + Geo-referenced map
8 Supply Chain	5 c	What are the value of these inputs (e.g., cost of goods sold)?	Number Range
9 Supply Chain	6 a	What are the primary places your industry sells its outputs?	Free Text String
Supply Chain	6 b	Are these mostly in town or out of town, and if so where?	Free Text String + Geo-referenced map
10 Supply Chain	6 c	What are the value of these outputs (e.g., revenues)?	Number Range
11 Strategy	7 a	What are the major strengths of your industry relative to competitors in other localities?	Free Text String
12 Strategy	7 b	Why do you choose to locate in Srirangapatna?	Free Text String
13 Strategy	8 a	What are the major weaknesses of your industry compared to your competitors in other localities?	Free Text String
14 Strategy	8 b	What are the major constraints that exist for future growth?	Free Text String
15 Strategy	9	What are the major opportunities for growth that you see for your industry in town over the next 1 - 5 years?	Free Text String
16 Strategy	10	What are the major threats to success that you see for your industry in town over the next 1 - 5 years	Free Text String