Questionnaire for SME Women Entrepreneurs

Thank you very much for attending our training and workshop session. We have learned many things from you, and we hope that you also have learned useful things from us as well as each other. In this questionnaire, we have listed the points that you all have mentioned in your group sessions in the first day of the training, as well as the possible solutions that you have come up with. We would further like to know your personal opinions regarding these problems and solutions, so that we can carry out further research in order to help you more in the future.

To make it easier, we have mostly included questions with 5 scale ratings, which are:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Very Important | Important | Moderately Important | Slightly Important | Unimportant |

**For example** – if you think that accessing funds is one of the most important problems for the SMEs, then you should the field below the “1 – Very Important” beside the Access to funds section, as shown below

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
|  | Very Important | Important | Moderately Important | Slightly Important | Unimportant |
| Access to finance from Banks |  |  |  |  |  |

We would ask you to fill up the following the following questions in a similar way please.

1. Please tell us about the nature of your business:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your last educational degree?
   1. School
   2. College
   3. Diploma
   4. Bachelor’s Degree
   5. Masters/Equivalent Advanced Degree
2. What is your age?
   1. Below 20
   2. 20 – 25
   3. 25 – 30
   4. 30 – 35
   5. 35 – 40
   6. Above 40
3. Does someone in your family own a business?
   1. Yes
   2. No
4. How long have you been in this business?
   1. Just Starting
   2. 1-3 years
   3. 4-8 years
   4. 9-15 years
   5. 15 + years
5. What is opinion on your business’s performance so far?
   1. Struggling
   2. Somewhat Surviving
   3. Breaking Even
   4. Slightly Profitable
   5. Highly Profitable

For the next sections, after discussions with you in the first day of the training, we have identified the following categories and list of problems. We would like you to tick how important each problem is to you, as according to the example given above.

**Section 1: Market Problems**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
|  | Very Important | Important | Moderately Important | Slightly Important | Unimportant |
| M1 - Access to the market |  |  |  |  |  |
| M2 - Determining the proper location of the business |  |  |  |  |  |
| M3 - Competition from larger brands |  |  |  |  |  |
| M4 - Understanding the trends in fashion |  |  |  |  |  |
| M5 - Pressure of competition due to sheer number of competitors |  |  |  |  |  |

**Section 2: Quality Problems**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
|  | Very Important | Important | Moderately Important | Slightly Important | Unimportant |
| Q1 - Getting the right quality |  |  |  |  |  |
| Q2 - Maintaining high quality |  |  |  |  |  |
| Q3 - Stress on price instead of quality |  |  |  |  |  |
| Q4 - Misunderstanding in the order taking stage |  |  |  |  |  |

**Section 3: Monetary Problems**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
|  | Very Important | Important | Moderately Important | Slightly Important | Unimportant |
| C1 - Low profit margin |  |  |  |  |  |
| C2 - Access to Bank Funds |  |  |  |  |  |
| C3 – Costs of transportation |  |  |  |  |  |
| C4 - Lack of advertisement fund |  |  |  |  |  |

**Section 4: Production Problems**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
|  | Very Important | Important | Moderately Important | Slightly Important | Unimportant |
| P1 - Getting skilled labour |  |  |  |  |  |
| P2 - Retaining skilled labour |  |  |  |  |  |
| P3 - Push selling |  |  |  |  |  |
| P4 - Problems in obtaining raw materials |  |  |  |  |  |

**Thank you very much for your participation in this Questionnaire. Wishing you best of luck with your business in the future.**