

ANNEXURE - I

QUESTIONNAIRE FOR WHOLESALE CLOTH TRADERS

(Please tick the appropriate box wherever applicable)

1. Name of the shop :
2. Address and Contact No. :
3. Name of the owner : Age:
4. Educational Qualification of the owner :

Below 10 th <input type="checkbox"/>	10 th std <input type="checkbox"/>
12 th std <input type="checkbox"/>	Under-graduate <input type="checkbox"/>
Graduate <input type="checkbox"/>	Post graduate <input type="checkbox"/>
Professional <input type="checkbox"/>	
5. Nature of Business Organization :

Proprietorship <input type="checkbox"/>	Partnership <input type="checkbox"/>
Limited Company <input type="checkbox"/>	Others Pls. specify <input type="checkbox"/>
6. In which year did you start this business?
7. Are you a member of any Wholesale Association? Yes No
8. Do you have insurance for stock and shop? Yes No
9. Which of the following taxes and charges do you pay?

Income Tax <input type="checkbox"/>	Sales Tax <input type="checkbox"/>
Custom Duty <input type="checkbox"/>	Octroi <input type="checkbox"/>
Municipal Tax <input type="checkbox"/>	Others Pls. specify <input type="checkbox"/>

10. Which type of cloth do you sell?

- | | | | |
|-----------|--------------------------|---------------------|--------------------------|
| Cotton | <input type="checkbox"/> | Terecot | <input type="checkbox"/> |
| Polyester | <input type="checkbox"/> | Spun | <input type="checkbox"/> |
| Fancy | <input type="checkbox"/> | Others Pls. Specify | <input type="checkbox"/> |

11. Do you think that the wholesalers are being eliminated from today's market structure of cloth business? Yes No

Reasons for the same:

1. Ready made garments
2. Competition
3. Less profit margin
4. Direct sale from manufacturers to retailers
5. Others if any Pls Specify _____

12. Are you a dealer of any company? Yes No

If Yes:

- (a) In which year did you obtain the dealership?
- (b) Name of the company for which you are a dealer:
- (c) Do you sell other company's products as well?
- (d) From which year did you start selling other company's products & Why?

If No:

(I) Where do you purchase cloth from? Answer in %

Local Market		Outside the city	
Outside the state		Import	

(II) Whom do you purchase cloth from? Answer in %

Manufacturer		Agent	
Distributor		Others, if any	

13. How do you purchase your products?

% of Purchase	
In Cash	In Credit

14. How much discount do you receive for Cash Purchases?

15. What is the credit period that you are allowed from your suppliers?

16. Whom do you sell your product to? Answer in %

Retailer		End user	
Readymade Manufacturer		Others, if any	

(a) Do you do retail business in your shop? Yes No

If Yes, When did you start retailing? and why?

17. Where are your customers from? Answer in %

Local Market		Outside the city	
Outside the state		Export	

18. Your annual turnover (approx.): (Pls. tick mark on the appropriate box)

YEAR	UPTO 5 LACS	5-10 LACS	10-15 LACS	15-20 LACS	> 20 LACS
2000					
2001					
2002					
2003					
2004					
2005					
2006					
2007					
2008					

19. What is the marketing strategy adopted by you to improve sales?

20. How do you sell your products?

% of Sale	
In Cash	In Credit

21. How much discount do you allow for Cash Sales?

22. (a) What is the normal credit period that you permit?

(b) What is your actual recovery period?

23. How many people have you employed in the shop?

YEAR	FAMILY MEMBERS	OTHERS
2000		
2001		
2002		
2003		
2004		
2005		
2006		
2007		
2008		

24. Being in the line of wholesale business would you recommend new comers to take up this wholesale cloth business or not? Yes No

25. In your opinion what are the problems faced by wholesalers in the business? {Please tick your answer}

1. Low rate of return on investment []
2. Cut-throat Competition []
3. Heavy duties and taxation []
4. Ready made trends []
5. Ignorance from manufacturers by avoiding middlemen []
6. Increasing number of Shopping malls []
7. Non availability of labour []
8. Others, pls specify _____

ANNEXURE - II

QUESTIONNAIRE FOR RETAIL CLOTH TRADERS

(Please tick the appropriate box wherever applicable)

1. Name of the shop :

2. Address and Contact No. :

3. Name of the owner :

Age:

4. Educational Qualification of the owner :

- | | | | |
|------------------------|--------------------------|----------------------|--------------------------|
| Below 10 th | <input type="checkbox"/> | 10 th std | <input type="checkbox"/> |
| 12 th std | <input type="checkbox"/> | Under-graduate | <input type="checkbox"/> |
| Graduate | <input type="checkbox"/> | Post graduate | <input type="checkbox"/> |
| Professional | <input type="checkbox"/> | | |

5. Nature of Business Organization :

- | | | | |
|-----------------|--------------------------|---------------------|--------------------------|
| Proprietorship | <input type="checkbox"/> | Partnership | <input type="checkbox"/> |
| Limited Company | <input type="checkbox"/> | Others Pls. specify | <input type="checkbox"/> |

6. In which year did you start this business?

7. Are you a member of any Retail Association?

Yes No

8. Do you have insurance for stock and shop?

Yes No

9. Which of the following taxes and charges do you pay?

- | | | | |
|-------------|--------------------------|---------------------|--------------------------|
| Income Tax | <input type="checkbox"/> | Sales Tax | <input type="checkbox"/> |
| Custom Duty | <input type="checkbox"/> | Municipal Tax | <input type="checkbox"/> |
| Octroi | <input type="checkbox"/> | Others Pls. specify | <input type="checkbox"/> |

10. Which type of cloth do you sell?

- | | | | |
|-----------|--------------------------|---------------------|--------------------------|
| Cotton | <input type="checkbox"/> | Terecot | <input type="checkbox"/> |
| Polyester | <input type="checkbox"/> | Spun | <input type="checkbox"/> |
| Fancy | <input type="checkbox"/> | Others Pls. Specify | <input type="checkbox"/> |

11. What is your proportion of sale?

% of Sale	
Cloth	Readymade

12. Do you think that the wholesalers are being eliminated from today's market structure of cloth business? Yes No

Reasons for the same:

1. Ready made garments
2. Competition
3. Less profit margin
4. Direct sale from manufacturers to retailers
5. Others if any Pls Specify _____

13. Are you a dealer of any company? Yes No

14. Whom do you purchase cloth from? (Pls. answer in %)

YEAR	WHOLESALE	PRODUCER	AGENT	OTHERS
2000				
2001				
2002				
2003				
2004				
2005				
2006				
2007				
2008				

15. Are you a cloth retailer right from the beginning or have you changed over your business?

ANNEXURE - III

QUESTIONNAIRE FOR CLOTH MANUFACTURERS

(Please tick the appropriate box wherever applicable)

1. Name of the Company :

2. Address and Contact No. :

3. Name of the representative :

4. Nature of Business Organization :

Proprietorship	<input type="checkbox"/>	Partnership	<input type="checkbox"/>
Limited Company	<input type="checkbox"/>	Others Pls. specify	<input type="checkbox"/>

5. In which year did you start this business?

6. Are you a member of any Manufacturers Association? **Yes** **No**

7. Do you have insurance for stock and factory? **Yes** **No**

8. Which of the following taxes and charges do you pay?

Income Tax	<input type="checkbox"/>	Sales Tax	<input type="checkbox"/>
Excise Duty	<input type="checkbox"/>	Custom Duty	<input type="checkbox"/>
Municipal Tax	<input type="checkbox"/>	Octroi	<input type="checkbox"/>
Others Pls. specify	<input type="checkbox"/>		

9. Which type of cloth do you sell?

- | | | | |
|-----------|--------------------------|---------------------|--------------------------|
| Cotton | <input type="checkbox"/> | Terecot | <input type="checkbox"/> |
| Polyester | <input type="checkbox"/> | Spun | <input type="checkbox"/> |
| Fancy | <input type="checkbox"/> | Others Pls. Specify | <input type="checkbox"/> |

10. Who do you sell your product to? (Sale in %)

YEAR	AGENT	WHOLESALE	RETAILER	COMPANY'S OWN RETAIL OUTLET
2000				
2001				
2002				
2003				
2004				
2005				
2006				
2007				
2008				

11. Do you think that the wholesalers are being eliminated from today's market structure of cloth business?

Yes No

Reasons for the same:

1. Ready made garments
2. Competition
3. Less profit margin
4. Direct sale from manufacturers to retailers
5. Others if any Pls Specify _____

ANNEXURE - IV

QUESTIONNAIRE FOR CLOTH END-USERS

(Please tick the appropriate box wherever applicable)

1. Name of the Customer :

Age:

2. Address and Contact No. :

3. Educational Qualification of the owner:

Below 10th

10th std

12th std

Under-graduate

Graduate

Post graduate

Professional

4. Approximate monthly income:

Upto Rs.5,000/-

Rs.5,001 - Rs,10,000/-

Rs.10,001 - 15,000/-

Rs. 15,001 - Rs.20,000/-

Rs.20,001 - Rs.25,000/-

Above Rs.25,001/-

5. Where do you purchase your clothing requirements from?

Only Retail shops

Wholesale + Retail Outlets

Only Wholesale shops

6. What is your percentage of cloth purchase?

% of Purchase	
Cloth	Readymade

ANNEXURE V

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