

## ANNEXE: THE QUESTIONNAIRE

Number:    \_ \_ \_ \_

### QUESTIONNAIRE FOR FOREIGN INVESTMENT ENTERPRISES

1. What is **your firm's activity** at 3-digit NACE code (See attached classification. If your registration is very broad, please indicate the most important activities only):

- \_\_\_\_\_ ; - \_\_\_\_\_ ; - \_\_\_\_\_

2. What is the total **number of employees** employed in your company (in 2001):    \_ \_ \_ \_ \_

3. What is the **year of establishment** of your company:    \_ \_ \_ \_ \_

4. What is the year of registration of your company as a **foreign investment enterprise** or announcement of foreign owner to the Firm Registration Office (if different from question 3):    \_ \_ \_ \_ \_

5. What is the current **equity share of the foreign owner**?  
 10-50%                       51-99%                       100%

6. Did you produce  **intermediary** goods,  **final** products, or  both (in 2001)? <sup>i</sup>

7. Please, tick  which **business functions are being undertaken** (a) on your own only, (b) mainly on your own, (c) mainly by your foreign owner, or (d) by your foreign owner only.

Business functions	only your company	mainly your company	mainly foreign owner	only foreign owner
Product development <sup>ii</sup> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Process engineering <sup>iii</sup> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Determining the product price -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supply and logistics -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accounting and finance of operations -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment finance -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market research <sup>iv</sup> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Distribution, sales -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After sale services -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisement <sup>v</sup> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing <sup>vi</sup> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operational management <sup>vii</sup> -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strategic management or planning -----	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How many **lines of businesses** <sup>viii</sup> or clearly different product lines, did you produce at the time of establishing your foreign investment enterprise (as in question 4)?    \_ \_ \_ \_

How many lines of businesses do you currently have?    \_ \_ \_ \_

9. Please evaluate the **magnitude of the changes** of categories below since the registration of your company as a foreign investment enterprise (as in question 4). Please tick ➤ appropriately:

-2 = considerable reduction; -1 = reduction; 0 = no change; 1 = increase; 2 = considerable increase	-2	-1	0	1	2
Value of total sales -----	-2	-1	0	1	2
Share of exports -----	-2	-1	0	1	2
Level of productivity in production -----	-2	-1	0	1	2
Level of technology of production equipment ---	-2	-1	0	1	2
Level of quality of produce -----	-2	-1	0	1	2

10. Please indicate the **structure and value of your sales (in %)** according to the origin of buyers:

Sales to your foreign owner -----	
Sales to other foreign buyers -----	
Sales to other domestic subsidiaries of your foreign owner -----	
Sales to other domestic buyers -----	

11. Please indicate the **structure of the value of your supplies** (in %) according to the items below:

Imports from your foreign owner .....	
Imports from other foreign suppliers .....	
Supplies from other domestic subsidiaries of your foreign owner .....	
Supplies from other domestic suppliers .....	
<b>TOTAL</b> .....	<b>100%</b>

12a. How important are **each of the following areas** for your competitiveness? Please indicate the appropriate number in each cell of the table.

1 = not important; 2 = little important; 3 = important; 4 = very important; 5 = extremely important

Quality control assistance	Patents and licenses, R&D	People and Training	Management

12b. How important are **the following sources for individual areas** of competitiveness? Please indicate the appropriate number in each cell of the table.<sup>ix</sup>

1 = not important; 2 = little important; 3 = important; 4 = very important; 5 = extremely important

SOURCES	AREAS			
	Quality control assistance	Patents and licenses, R&D	People and training	Management
Your own organisation .....				
Your foreign owner company .....				
Other buyers abroad .....				
Other sellers abroad .....				
Other domestic subsidiaries of your foreign owner company .....				
Other buyers at home .....				
Other sellers at home .....				
Other sources (R&D institutes, universities, consultancies, etc.) .....				

13. Please indicate ➔ how important is **each of the following sources of finance** for your company?

1 = not important; 2 = little important; 3 = important; 4 = very important; 5 = extremely important

	1	2	3	4	5
Your retained earnings .....					
Your foreign owner company .....					
Other foreign sources (banks, other firms, etc.) .....					
Other domestic subsidiaries of your foreign owner .....					
Other domestic sources (banks, other firms, etc.) .....					

14. Who has undertaken the **initiative for changes in the following areas**:

	only your company	mainly your company	mainly foreign owner	only foreign owner
In organization of business functions <sup>x</sup> .....				
In number of lines of businesses .....				
In sales and exports .....				

15. Please, tick  directions in which you expect that **your mandate will evolve?**

	Increase	Decrease	Unchanged
Sales and exports .....			
Number of other business functions undertaken independently .....			
Number of lines of businesses (line of products) .....			

### BACKGROUND INFORMATION & DEFINITIONS:

- (i) A “Foreign investment enterprise” is a company with minimum 10% of shares in foreign ownership.
- (ii) A “Foreign owner” or “Foreign owner company” is the owner of the foreign equity share.
- (iii) Please fill in the questionnaire with data related to the year 2001.

### SOME ADDITIONAL EXPLANATIONS FOR THE QUESTIONS:

- i Final products are those produced directly for the final consumer market; intermediary goods constitute goods or materials which are used as in input for further production and are typically sold to other producing firms.
- ii Technical product development entails the development of the product in terms of what functions the product provides as well as the technical solutions to be solved to allow the product to offer those functions.
- iii Process engineering includes activities geared towards finding an efficient way to organise the process of production.
- iv Market research for the product is an assessment of the expectable quantitative extent of demand for the product and an assessment of customer preferences for the design of the product. The design incorporates both the range of possibilities for which the product can be used and the way the product looks like (colour, shape, etc.).
- v The main focus of organisation of advertisement is on the development of means of advertisement (in media, on the street, in public transport, advertisement campaigns, etc. and not on the financing of such activities.
- vi Marketing entails not only advertisement activities (as above) but also all activities within the company which aim at increasing the demand for the product (e.g. search for markets, changes to the product according to the preferences of the customers, etc.).
- vii Operational management (or short-term planning) includes activities geared towards the day-to-day operations of the company.
- viii The number of lines of businesses is the number of clearly different products you produce. Products belong to a different business line, if they offer significantly different services to the customer, or are targeted at clearly different consumers. For example, production processes for wines of different qualities, which serve different market segments, represent different lines of businesses.
- ix The table is designed in a matrix-form. That means that you should take into account both rows and columns when determining your answer in *each* cell. We want to know e.g. in the first cell of the table how important for your company is the source of “Your own organisation” for the area of competitiveness of “Quality control assistance”. Please enter one value between 1 = not important and 5 = extremely important into that cell. Also do the same in *all other* cells.
- x Business functions include procurement, sales, marketing, production, R&D, engineering, maintenance, after sale services, finance, accounting, strategic planning, etc.

