

1. Appendix B: Marketing Research questionnaire

1.1. RMG marketing research questionnaire

Research for business “post-graduate” certification

Research Title, “An Analysis of Marketing Barriers to RMG Industry in Bangladesh”

This questionnaire has been prepared to identify RMG marketing barriers of Bangladesh. The finding will be used for the university academic purpose. In addition, your feedback could be instrumental in helping decide the future direction of the Bangladesh RMG market. Thank you for your time and cooperation.

Name of the Respondent:

Respondent Designation:

Name of the Company:

1. When was your company established?
2. What is your production volume per month?
3. Could you mention some of the marketing problems relating to the products?
 - A. Backward linkage:
 - i. Yes
 - ii. No

If yes, then what are those and what is your suggestion to overcome problems?

- B. To ensure customer required quality, what types of problems do you encounter?
- C. What types of problems do you face during RMG cartooning?
- D. Do you face any problem due to the political unrest situation?
 - i. Yes
 - ii. No

If yes, what are the problems, which affect regular production flow?

- E. How do the RMG product variety and design affect your marketing?
 - i. Production
 - ii. Price
 - iii. Quality
 - iv. Backward Linkage
- F. What changes would you make for new product to become more competitive?
- G. Do you have any further suggestions regarding product and production?
4. How do you set the price for your product?
5. Could you mention RMG marketing barriers to price?
 - A. What is the payment mode of RMG export?
 - i. On Credit
 - ii. Cash



- iii. Advance
- iv. Other (If other, then mention the payment mode)

- B. What types of problems do you face during payment?
- C. What problems do you face relating to the price of RMG?
- D. Do you think that price of your product is competitive in the global market?

- i. Yes
- ii. No (If no, why it is not and how it could be?)

- E. Do you face any problem with banking activities?

- i. Yes
- ii. No

If yes, explain what are the problems? And how to overcome these problems?

- F. What suggestions can you recommend to the marketers regarding price problems with RMG product?

6. What types of promotional activities do you practice your product?

- i. Trade Show
- ii. Fashion Show
- iii. Factory Outlet
- iv. Others (If others, Mention)

7. Do you think the promotional methods for RMG business are effective?

- i. Yes (if yes, then answer below question)
- ii. No

- A. What types of marketing strategy should be employed for the product promotion?

- B. Is there any country using such types of activities?

- i. Yes
- ii. No

8. What is your channel for RMG distribution to the global market?

- i. Direct Marketing
- ii. Through Buying House
- iii. Others (If other, then mention)

9. Would you mention the marketing problem regarding the distribution?

- A. Does present distribution channel create a marketing problem?

- i. Yes
- ii. No

If yes, how does the product distribution channel create the problems?

- B. What distribution channel do you need to pursue to overcome the problem?

- C. Can you recommend alternative channel of distribution?

10. Does the infrastructure of the RMG industry create the problem?
- i. Yes (If yes, what recommendation do you suggest to overcome them?)
 - ii. No

11. Is there any problem you face due to the policy of the government?

- i. Yes
- ii. No

If yes, what are the problems? What recommendation do you suggest to overcome them?

12. Currently in which countries do you sell your product? Do you think, you should explore sales to other countries?

13. Who are the present competitors to the RMG industry of Bangladesh?

14. Could you mention some suggestions to RMG owner and government of BD to overcome marketing problems?

1.2. RMG owner:

1.2.1. Government of BD:

15. Do you face any cultural and language barriers to RMG marketing?

- i. Yes (If yes, how does it)
- ii. No

16. Does tariff create marketing barriers to RMG industry globally?

- i. Yes
- ii. No

17. Do you face RMG marketing barriers relating to quota or numerical export control?

- i. Yes
- ii. No

18. Do you face any non-tariff marketing barriers during RMG marketing?

- i. Yes
- ii. No

If yes, what are those barriers?

“Thank you very much for participating to RMG marketing research”