

**ENTERPRISE ADOPTION SURVEY
2010-2011**

QUESTIONNAIRE No

Marz Code	Settlement code	Unit number	Interviewer Code	Questionnaire is valid Coordinator's signature	Questionnaire is checked Quality Control Member signature

Hello, my name is **(First name, last name)**: I represent AREG SCYA NGO, which implements Enterprise Adoption Survey in the framework of PPM component of Water to Market sub-activity by the order of "Millennium Challenge Account-Armenia". The research data will be reported only in generalized form and will greatly contribute to the improvement of the project. Your sincere responses are extremely important for us.

1. Assistance unit:

1. commercial organization
2. non-commercial organization /NGO, State Non-Profit Organization/
3. farmer group
4. individual business-owner/non-registered individual

2. Date (day.month.year) _____

3. Start time (hh/mm) _____

4. Respondent/s description./fill in the table for all persons participating in the interview/

	First Name, Middle Name, Last Name	Contacts of the respondent: phone number (code+number) Mobile (code+number)	For Enterprises only: Respondent's status, position 1. top-management /NGO president 2. mid-level manager 3. low-level manager 4. member of marketing unit 5. general employee/NGO member 6. former employee* 7. other /specify/	For farmer groups only: position in the group 1. leader of the group 2. member of the group 3. other /specify/
1.				
2.				
3.				

** If the respondent is former employee, fill in the questions B1-B6; C1-C3; C5; C7 with him. The rest of the questionnaire (Block A; B7; B8; C4; C6; Block D) should be filled in at the enterprise.*

A. GENERAL INFORMATION ON ASSISTANCE UNIT
For enterprises fill in questions A1-A8 and go to block B.

A1. Enterprise name _____

A2. Enterprise actual address _____

A3. Year of establishment _____

A4. Enterprise size

1. Total number of employees		2. /For NGOs/ Total number of members	3. Distribution by gender (write down percentage)
Total	Number of seasonal employees during overloaded season (if any)		1. Male
			2. Female

A5. Enterprise ownership.

1. public
2. private

A6. Legal status.

1. CSC (Close Stock Company)
2. OSC (Open Stock Company)
3. LLC (Limited Liability Company)
4. ALC (Additional Liability Company)
5. producer cooperative
6. consumer cooperative
7. state non profit organization
8. NGO (non governmental organization)
9. EP (economic partnership)
10. TC (total partnership)
11. LBP (Liability based partnership)
12. other /specify/

A7. Field of activity /up to two main fields/.

1. production of agricultural produce
2. processing of agricultural produce => Approximately how many farmers provide raw material for your enterprise? _____
3. dry food production => Approximately how many farmers provide raw material for your enterprise? _____
4. consolidation
5. transportation
6. domestic retailers, wholesales
7. service industries /hotel/
8. exporting
9. other /specify/

A8. Main market during 3 past years

1. domestic
2. foreign
3. both equally

For farmer groups fill in questions A9- A14 and go to block B.

A9. When was your farmer group established?

1. in 2008
2. in 2009
3. in the beginning of 2010
4. in the end of 2010

A10. Have you registered officially as a farmer group?

1. Yes
2. No

A11. Size of the farmer group

1. total number of members	2. Distribution by gender (write down number)	3. Distribution by age (write down number)
	1. Male	1. 18-40
	2. Female	2. 41-64
3. 65 and more		

A12. Areas of farmer group collaboration /up to 2 main directions/

1. purchase of production means
2. supplying raw material to processors
3. supplying raw material to exporters
4. supplying raw material to retailers
5. supplying raw material to consolidation center
6. other /specify/

A13. How active is your farmer group?

1. the group cooperates continuously
2. the group cooperates periodically
3. the group cooperated in several specific cases
4. the group never cooperated

A14. Are you expecting to cooperate in the future?

1. Yes
2. No

For business-owners/non-registered individuals fill in questions A15- A17 and go to block B.

A15. When did you start the business? /specify year/:

A16. Business main field /up to two main fields/.

1. production of agricultural produce
2. processing of agricultural produce
3. dry food production
4. consolidation
5. transportation
6. domestic retailers, wholesales
7. exporting
8. other /specify/

A17. How active are you in the field?

1. active continuously
2. active periodically
3. active in several specific cases
4. are not active any more

B. INFORMATION ON ASSISTANCE PROVIDED

B1. Please, remember when did you first cooperate with representatives of ACDI/VOCA in the framework of Water to Market program?

1. in 2007
2. in 2008
3. in 2009
4. in the beginning of 2010
5. in the end of 2010

B2. What kind of assistances /including consulting and information providing/ did you receive from ACDI/VOCA within the program?

98. I don't remember what it was /INTERVIEWER: Probe with assistance list from the database. /

<i>1. Assistances</i>	<i>2. Replied:</i>
<i>INTERVIEWER: First write down in detail all responses, filling in each option under separate code. Then compare with the list of assistances from the database. Fill in the code for assistances approved by the respondent after probing in the second column.</i>	1. before probing 2. after probing
1.	

2.	
3.	
4.	
5.	
6.	
7.	

B3. While receiving the assistance did you mainly communicate? (up to 2 options)

1. with a specific representative of ACDI/VOCA face to face
2. with a specific representative of ACDI/VOCA by phone /or other indirect ways/
3. with different representatives of ACDI/VOCA face to face
4. with different representatives of ACDI/VOCA by phone /or other indirect ways/
5. trough representatives of another third party organization /**underline which:** Dry Food Producer Association, CARD-USDA, local authorities, other/

B4. How intensive was that communication? Communicated:

1. 1-2 times
2. 2-10 times
3. more than 10 times
4. continue communicating

B5. Who initiated your collaboration with ACIDI/VOCA?

1. me/my organization
2. representatives of ACIDI/VOCA
3. other third party organizations /underline which: Dry Food Producer Association, CARD-USDA, local authorities, other/
4. other /specify/

B6. Which of the following assistance types did you ever receive through ACIDI/VOCA? /all that apply/

1. training
2. consulting
3. information providing
4. newsletter and other publication supply
5. short-term project implementation /expo, presentation, promotion/
6. financial assistance
7. technical supply /equipment, seeds, fertilizers, packs/
8. establishment of the business connections/signing of a contract
9. other /specify/

B7. Did you receive any enterprise assistance during 2007-2010 from other local or international organization?

1. Yes
2. No (GO TO BLOCK C)

B8. If yes, who provided the assistance? /all that apply/

1. RA government
2. local private organization /specify/
3. charity organization /specify/
4. international donor organization /specify/
5. other

C. USE OF PRACTICES

C1. As mentioned, you had received assistances through ACIDI/VOCA within MCA-Armenia Water to Market program. I'll read your options, please tell me about the practices/improvement used by you/your organization in your professional activity.

If adoption is reported for all assistance types, go to question C3.

If «nothing adopted» is mentioned for any of options, fill in question C2.

1. No	2. Code	3. Practices/Improvements	4. Will you continue using it?
	<i>Write down the code.</i>	<i>INTERVIEWER: Write down in detail all responses, filling in improvements for each of assistance types on separate lines. Write down the code for improvement in the second column, using the numbers from B2.</i>	1. Yes 2. No
1.			
2.			
3.			
4.			

5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			

C2. If you did not apply anything, please explain why?

INTERVIEWER: Write down in detail all responses, filling in reasons for each of assistance types provided, using data and codes from 1 column of question C1.

Code _____

Code _____

Code _____

Code _____

Code _____

Code _____

Code _____

C3. /For former employee only/ Before leaving your workplace did you pass the knowledge/improvement gained from the program to any other employee?

1. Yes
2. No

C4. /Only for verification of former employee's responses at the enterprise/ Your former employee (name, surname) named the practices/improvement applied at your organization as a result of MCA-Armenia Water to Market program assistance provided through ACDI/VOCA. Please, tell me do you continue applying them during your activity now?

INTERVIEWER: Read the options named by former employee for question C1, filling in the table on specified lines.

Number of improvement in question C1	Do you continue applying?	
	1. Yes	2. No
1.	1	2
2.	1	2
3.	1	2
4.	1	2
5.	1	2
6.	1	2
7.	1	2
8.	1	2
9.	1	2
10.	1	2
11.	1	2
12.	1	2
13.	1	2
14.	1	2
15.	1	2
16.	1	2
17.	1	2
18.	1	2
19.	1	2
20.	1	2

C5. Please, evaluate the following aspects of assistance program using a scale from 1 to 5, where 1 is minimum and 5 is maximum.

No	Assistance aspects	Evaluation				
		1	2	3	4	5
1.	Usefulness for your activity	1	2	3	4	5
2.	Procedures/management of assistance providing	1	2	3	4	5
3.	Staff attitude	1	2	3	4	5
4.	Impact on profitability of enterprise	1	2	3	4	5

C6. Which of specified assistance types will be most effective for improvement of your activity?/up to 2 options/

1. training
2. consulting
3. information providing
4. newsletter and other publication supply
5. short-term project implementation /expo, presentation, promotion/
6. financial assistance
7. technical supply /equipment, seeds, fertilizers, packs/
8. business links establishment/signing agreement
9. other /specify/

C7. Did you/your enterprise have registered any progress in the following directions during last two years? C7.1. If yes, how much that progress was influenced by MCA-Armenia WtM program assistance?

If «No» matched, go to next.

Progress directions	yes	no	C7.1 If yes			
			Did not influence at all	Hindered the progress	Somehow supported the progress	Greatly supported the progress
1. increased turnover/sales	1	2	1	2	3	4
2. identified new local market	1	2	1	2	3	4
3. identified new export market	1	2	1	2	3	4
4. increased enterprise volume/ productivity	1	2	1	2	3	4
5. established new business contacts	1	2	1	2	3	4
6. relations with partners were transferred to legal environment	1	2	1	2	3	4
	3. agreements already existed					
7. utilized new equipment, technologies	1	2	1	2	3	4
8. undertook steps to improve food safety and quality	1	2	1	2	3	4
9. improved product/service quality	1	2	1	2	3	4
10. increased product varieties and types	1	2	1	2	3	4
11. cut production costs	1	2	1	2	3	4
12. increased income/ profit	1	2	1	2	3	4
13. other /specify/	1	2	1	2	3	4

D. FUTURE PLANS

D1. What kind of developments do you plan for your/your enterprise for next 1-2 years? (*all that apply*)

1. Invest in new technologies
2. Apply new techniques to improve product
3. Apply new techniques to improve management of enterprise
4. Expansion of activities
5. No changes in scale of the enterprise
6. Reduction of activities
7. Market products to new markets

D2. What are the main challenges that you/your enterprise are facing? (up to 3 options)

96. None

1. _____

2. _____

3. _____

D3. Which of specified assistance directions do you mostly need? /up to 2 options/

1. marketing /market analysis
2. business plan, strategy design
3. supplier /buyer/ retailer targeting
4. organization of consolidation and collection
5. raise of quality of raw material for production
6. post-harvesting technologies
7. food safety quality
8. other (specify)

THANK YOU FOR COOPERATION

5. End time /hh:mm/ _____