

Project EDI 2020

Business Service Provider Follow-up Survey in Lagos and Abuja, Nigeria

Firm Identifying Information (automatically populated from previous survey)

Firm ID number:

Firm name:

Firm address:

Business owner name:

Business owner gender:

Business owner mobile number:

State of business:

City:

Survey Information

Name of Enumerator:

Survey date:

Respondent availability: 1 = Available, 2 = Not available

Introduction

The World Bank and Kantar Public are working together to help better understand how Nigerian small and medium enterprises use the market for professional business services like accounting, marketing and human resources services. We first interviewed you six months ago, and now would like to ask some brief follow-up questions about how you use these services in your business. No financial information about your business will be requested.

We would greatly appreciate your support and cooperation in conducting this survey. The survey team will take all precautions to protect the privacy of all interviewees and to treat, with confidence, all information gathered from this study.

If you would like more information, you may contact the project staff below:

[REDACTED]

Thank you very much for your cooperation and assistance.

Business Operating Status

1. Has this business sold any products/services during the last 6 months?

1 = Yes

2 = No

99 = Don't know

2. Is the business currently operating?

1 = Yes

2 = No

99 = Don't know

Use of Professional Services for hiring employees

F8. Do you know of an HR specialist that you could use if you wanted help in finding specialized employees?

1 = Yes

2 = No

F9. How confident are you in your ability to find a high-quality HR specialist if you wanted to use one?

1 = Very confident

2 = somewhat confident

3 = neither confident nor unconfident

4 = somewhat unconfident

5 = Very unconfident

F10. In the last 6 months have you contacted an HR specialist to enquire about using their services, even if you didn't end up using them?

1 = Yes

2 = No

F11. Do you plan on using an HR specialist in the next 12 months?

1 = Yes

2 = No

F1. In the last 6 months, did you hire any new employees?

- No → skip to G1
- Yes

F2. How many new employees did you hire (in the last 6 months)?

- Enter number: _____

F3. For each of your **[F2]** new employees, select the functional area that you hired them to work in. Please choose one option for each employee that you hired (in the last 6 months).

- FINANCE / ACCOUNTING (e.g., finance manager, finance officer, financial analyst, accountant, auditor, bookkeeper, recordkeeper).
- MARKETING / SALES (e.g. product manager, branding, advertising, communications, digital marketing, customer relations, customer service representative, sales manager, sales rep, account executive, business development or revenue manager).
- TECHNICAL / R&D (e.g. technical officer, engineering manager, engineer, data scientist, research & development, programmer).
- MANUFACTURING / OPERATIONS (e.g., director of manufacturing, production manager, head of procurement, supply chain specialist, plant manager).
- GENERAL MANAGEMENT (e.g. administration, operations management, area manager, division head, project manager, general advisory services, strategy development).
- HUMAN RESOURCES (e.g., manager of human resources, human development officer, employee training).
- OTHER (specify): _____

F4. In the last 6 months, did you use an HR Specialist (HR consultant) to help you find any of these new employees?

- No → skip to F7
- Yes

F5. What was the name of the HR specialist you used? _____

F6. What were the main two (2) reasons you decided to use an HR Specialist? Please choose two options (i.e., the most important reasons for you).

- To save the time involved in screening and interviewing workers.
- To identify workers with skills that I found it difficult to assess on my own.
- To find workers with skills that are hard to find.
- To receive some form of guarantee for quality.
- It was required as part of a government program I was participating in.
- Other (specify): _____

F7. In the last 6 months, did you use any other ways to find new employees? Please choose all options that apply.

- I used referrals to find my new employees.
- I used formal channels like job fairs, job postings, or online job boards to find my new employees.
- I hired people coming to my shop/factory/outlet who met most of the qualifications.
- I hired relatives and/or friends.
- Other (specify): _____

Use of Professional Services for Accounting and Marketing

G13. Do you know of an accounting or marketing provider that you could use if you wanted to use one of these professional business services?

1 = Yes

2 = No

G14. How confident are you in your ability to find a high-quality accounting or marketing provider if you wanted to use one?

1 = Very confident

2 = somewhat confident

3 = neither confident nor unconfident

4 = somewhat unconfident

5 = Very unconfident

G14. In the last 6 months have you contacted an outside accounting or marketing firm to enquire about using their services, even if you didn't end up using them?

1 = Yes

2 = No

G15. Do you plan on using an outside accounting or marketing provider in the next 12 months?

1 = Yes

2 = No

G1. Over the last 6 months, was there anyone in charge of record-keeping and preparing the formal accounts for your business?

- No (the business does not do any formal accounting) → skip to G6
- Yes

G2. Over the last 6 months, who was the main person or entity that managed the record-keeping and prepared the formal accounts for your business? Please choose all options that apply.

- Myself (the owner).
- Another employee inside my business (who is dedicated to this job) → if selected, then also answer G3
- An outside Accounting agency (professional accountant) → if selected, then also answer G4

G3. Was this accounting employee 'new' to your business in the last 6 months?

- No
- Yes (the accounting worker was hired within the past six months)

G4. Did you just 'start' using this outside Accounting agency in the last 6 months?

- No
- Yes (the accounting agency was contracted for the first time within the past six months)

G5. What is the name of this new outside Accounting agency? _____

G6. What were the main two (2) reasons you decided to use an outside Accounting agency? Please choose two options (i.e., the most important reasons for you).

- To save the time involved in record keeping and preparing accounts.
- To complete accounting tasks that I do not trust an employee to be in charge of.
- To complete more advanced accounting tasks that I do not have the skills to do myself.
- To receive some form of guarantee for quality (e.g. financial statements audited and signed-off by an independent accountant).
- To improve the overall management of financial activities in my business.
- Other (specify): _____

G7. Over the last 6 months, was there anyone in charge of managing the marketing and communication activities of your business?

- No (the business does not do any formal marketing) → skip to H1
- Yes

G8. Over the last 6 months, who was the main person or entity that managed the marketing and communication activities of your business? Please choose all options that apply.

- Myself (the owner).
- Another employee inside my business (who is dedicated to this job) → if selected, then also answer G9
- An outside Marketing agency (professional marketer) → if selected, then also answer G10

G9. Was this marketing employee 'new' to your business in the last 6 months?

- No
- Yes (the marketing worker was hired within the past six months)

G10. Did you just 'start' using this outside Marketing agency in the last 6 months?

- No
- Yes (the marketing agency was contracted for the first time within the past six months)

G11. What is the name of this new outside Marketing agency? _____

G12. What were the main two (2) reasons you decided to use an outside Marketing agency? Please choose two options (i.e., the most important reasons for you).

- To save the time involved in marketing my business and its products/services.
- To complete marketing tasks that I do not trust an employee to be in charge of.
- To complete more advanced marketing tasks that I do not have the skills to do myself.
- To receive some form of guarantee for quality (e.g. market research and marketing plan completed by an expert marketer).
- To improve the overall management of marketing activities in my business.

Other (specify): _____

Direct Actions after Accessing business service marketplace

H1. Do you remember accessing a business services marketplace the last time we visited and making choices over which business service providers looked most interesting to you?

1 = Yes

2 = No

3 = Unsure/Don't know

H2. Do you have an information pamphlet that some firms were given with contact information of providers?

1 = Yes

2 = No

3 = Unsure/Don't know

H3. Did you end up contacting any of the business service providers that you learnt about through the platform?

1 = Yes - > H4

2 = No -> Survey end

3 = Unsure/Don't know

H4. What was the outcome of contacting these providers?

1 = I ended up using one or more of the providers I contacted

2 = I did not use any of the providers

3 = I can't remember

4 = Other (specify)_____

H5. What was the main reason why did you not use the provider(s) you contacted?

1= Too expensive

2 = I decided my business did not need this service

3 = Not impressed with quality of providers

4 = Provider was not interested in offering services to me

5 = Not enough time

6 = Other (specify)_____

SURVEY END

Thank you