



Survey on China Domestic Sales of Local SMEs and MMEs

香港中小企及中型市場公司對中國內銷 意見調查

Survey Questionnaire (Final Draft)
調查問卷 (定稿)

15 January 2010

2010 年 1 月 15 日

Part 1 Self-Introduction**第一部分 自我介紹**

Good morning/afternoon, sir/madam, this is Mr/Ms X, an interviewer from the Public Opinion Programme of the University of Hong Kong. We are conducting an opinion survey related to Hong Kong enterprises developing China Domestic Sales. I would like to invite you to participate in an interview which will take only a few minutes. I would like to stress that your telephone number was randomly selected from our database. Please rest assured that any information identifying you or your business will be kept strictly confidential and used for aggregate analysis only. Is it okay for us to start this survey?

先生/小姐/太太你好，我姓 X，我係香港大學民意研究計劃既訪問員黎既，我哋現正進行一項有關香港企業發展中國內銷情況嘅意見調查，我地只會阻你幾分鐘時間。請你放心，你既電話號碼係經由我地既資料庫隨機抽樣抽中既，而你提供既資料係會絕對保密既，並只會用作綜合分析。請問可唔可以開始訪問呢？

Yes 可以

No 唔可以 (skip to end)

Part 2 Respondent Selection**第二部分 確認被訪資格**

[S1] And are you in a position to make business decisions for your company?

請問你係公司係唔係有決策權？或者有份參與作商業決定？

Yes 係

No 唔係→ [Interviewer to invite another person who is in a position to make business decisions for the company, terminate the interview only when no such person is available]

[Thank and terminate interview, skip to end]

[S2] Is your company's annual sales turnover above or below HK\$100million?

請問你公司每年既營業額超唔超過一億港元？

[Operational definition of SMEs: annual sales turnover up to HK\$100 million; operational definition of MMEs: annual sales turnover over HK\$100 million.]

[中小企的定義為：每年營業額不多於一億港元；中型市場公司的定義為：每年營業額於一億港元以上]

Above 超過

Below 唔超過

Not sure 唔清楚 → [Interviewers try to probe for a rough estimate, if not okay, thank the respondent and terminate interview, skip to end.]

Refuse to answer → [Thank and terminate interview, skip to end.]

[S3] What is the nature of your business? [Read out answers when needed]

請問 貴公司既業務性質係屬於： [如有需要，訪員請讀出答案]

Manufacturing 製造業

Import and export trade 進出口貿易

Wholesale and retail 批發、零售

Restaurants/Catering 飲食業

Entertainment, hotels, tourism 娛樂、旅遊業

Others, please specify: _____ 其他，請註明：_____

Other service industries (e.g. PR, Advertising, legal, financing, insurance) 其他服務行業

(如：公關、廣告、律師事務所、金融、保險) → [Thank and terminate interview, skip to end.]

Don't know/hard to say 唔知/難講 → [Thank and terminate interview, skip to end.]

Refuse to answer 拒答 → [Thank and terminate interview, skip to end.]

Part 3 Main Questions**第三部分 問卷主體部分**

[Q1] Could you please describe your company's current sales to/in mainland China (China domestic sales market) in terms of your total sales turnover in 2009?

請問你可唔可以形容一下 貴公司現時於中國內銷佔公司 2009 年營業額既大約百分之幾?

___% on China Domestic Sales 內銷市場 [Input exact figure 1-100][入實數 1-100]

Not sure, but engaged in China domestic sales market 唔清楚，但有經營內銷市場

Have not engaged in China domestic sales market 冇經營內銷市場 [Skip to Q12]

Refuse to answer 拒絕回答 [Skip to Q12]

[Q2] [Only ask companies already engaged in domestic sales market] When did your company start engaging in China domestic sales?

[只問有經營中國內銷市場的公司] 請問你公司係幾時開始發展中國內銷市場既呢?

Less than 1 year 少於 1 年

1 – 2 year(s) 1 至 2 年

3 – 5 year(s) 3 至 5 年

6 – 10 year(s) 6 至 10 年

More than 10 years 超過 10 年

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q3] [Only ask companies already engaged in domestic sales market] What are your company's geographical spread of China domestic sales? [Do not read out answers, multiple answers allowed]

[只問有經營中國內銷市場的公司] 請問你公司既內銷生意主要分佈係國內 d 地區呢?

[不讀答案，可選多項]

Guangdong province 廣東省

Fujian province 福建省

Changjiang Delta (including Shanghai, Jiangsu, Hangzhou, Suzhou, Nanjing, Zhejiang, Anhui) 長江三角洲 (上海, 江蘇, 杭州, 蘇州, 南京, 浙江, 安徽)

Beijing and Bo-hai surroundings (Hebei, Tianjin, Shandong, Liaoning) 北京及環渤海 (河北, 天津, 山東, 遼寧)

Central China– Sichuan 中國中部 (四川)

Central China – Chongqing 中國中部 (重慶)

SW China – GuangXi 中國西南 (廣西)

NW China – Xian 中國西北 (西安)

NE China – Harbin 中國東北 (哈爾濱)

Elsewhere 其他地方

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q4] [Only ask companies already engaged in domestic sales market] Did you set up any sales or service points in mainland China to facilitate such sales? If yes, in what form?

[只問有經營中國內銷市場的公司] 請問你有冇係內地設立營銷 / 服務公司去協助經營內銷生意呢? 如果有, 咁係以乜野形式呢?

No 冇

Yes, joint venture 有, 合資企業 [Skip to Q6]

Yes, wholly-owned foreign enterprise 有, 外商獨資企業

Yes, others (Please specify: _____) 有, 其他 (請註明: _____)

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q5] [Only ask companies already engaged in domestic sales market] Do you have any domestic partners or network supporting your current domestic sales business?

[只問有經營中國內銷市場的公司] 你公司現時有冇國內合作夥伴或網絡支援你既內銷生意?

Yes 有

No 冇

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q6] [Only ask companies already engaged in domestic sales market] From your experience, what are the major obstacles for starting / running Domestic Sales? [Do not read out answers, multiple answers allowed]

[只問有經營中國內銷市場的公司] 根據你既經驗, 你認為開拓 / 經營內銷最大既障礙係乜野? [不讀答案, 可選多項]

Difficult to engage in distribution channels like department stores, hypermarkets or other large scale retailers 難涉足分銷渠道如百貨公司、大賣場或其他大型零售商

Don't know how to find trustable and suitable distribution agents / business partners 不知道如何尋找可信及合適之分銷商/合作夥伴

Too many / unclear regulations 要遵守好多法規 / 法規不透明

Infringement of intellectual property rights 知識產權被侵犯

Difficult to get payment 收款困難

Keen competition 競爭激烈

Lack of knowledge about domestic market, including consumers' needs and preferences, business trend, etc. 對內地市場缺乏了解，包括消費者的需求和喜好、商業趨勢等。

Large amount of resources are needed for marketing of the brand and building up distribution network 需要投入大量資源在品牌推廣及建立分銷網絡上

Financing problem 資金流問題

FX fluctuations 外匯交易率波動

Others, please specify: _____ 其他，請註明：_____

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q7] [Only ask companies already engaged in domestic sales market] In your opinion, what is the outlook in terms of profit/revenue growth in Mainland in the next 12 months?

[Interviewers to probe intensity]

[只問有經營中國內銷市場的公司] 你預期係未來 12 個月，以利潤/收入增長計，你公司係中國內地既生意前景係點？ [訪員追問程度]

Increase within 5% 增長 5% 以內

Increase of 5-10% 增長 5-10%

Increase of more than 10% 增長 10% 以上

Same as 2009 跟 2009 年一樣

Decrease within 5% 下跌 5% 以內

Decrease of 5 -10% 下跌 5 至 10%

Decrease of more than 10% 下跌 10% 以上

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q8] [Only ask companies already engaged in domestic sales market] Do you plan to expand China domestic sales market in the next 12 to 24 months?

[只問有經營中國內銷市場的公司] 係未來 12 至 24 個月內，你公司會唔會計劃再擴展中

國內銷市場？

Yes 會

No 唔會 [Skip to Q17]

Maybe 可能會

Don't know/hard to say 唔知/難講 [Skip to Q17]

Refuse to answer 拒絕回答 [Skip to Q17]

[Q9] [Only ask companies already engaged in domestic sales market and plan to / are likely to expand its domestic sales market in the next 12 to 24 months] If so, what will be your intended investment amount?

[只問有經營中國內銷市場並會計劃/可能會於未來 12 至 24 個月擴充內銷市場的公司] 咁請問 貴公司預計既投資金額會係幾多？

Less than HK\$1 million 港幣 1 百萬以下

HK\$ 1 million to below HK\$ 5 million 港幣 1 百萬至港幣 5 百萬以下

HK\$ 5 million to below HK\$ 10 million 港幣 5 百萬至港幣 1 千萬以下

HK\$ 10 million to below HK\$ 50 million 港幣 1 千萬至港幣 5 千萬以下

HK\$ 50 million to below HK\$ 100 million 港幣 5 千萬至港幣 1 億以下

HK\$ 100 million or above 港幣 1 億或以上

Don't know/hard to say 唔知/難講

Refuse to answer 拒答

[Q10] [Only ask companies already engaged in domestic sales market and plan to / are likely to expand its domestic sales market in the next 12 to 24 months] Will there be a change in operation mode?

[只問有經營中國內銷市場並會計劃/可能會於未來 12 至 24 個月擴充內銷市場的公司] 咁你公司會唔會改變資本模式去經營內銷生意？

No 唔會

Yes, from joint venture to wholly-owned foreign enterprise
會，由合資企業變外商獨資企業

Yes, from wholly-owned foreign enterprise to joint venture
會，由外商獨資企業變合資企業

Yes, others (Please specify: _____) 會，其他 (請註明：_____)

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q11] [Only ask companies already engaged in domestic sales market and plan to / are likely to expand its domestic sales market in the next 12 to 24 months] Then which areas in the Mainland will your company's expanded outlet? [Do not read out answers, multiple answers allowed]

[只問有經營中國內銷市場並會計劃/可能會於未來 12 至 24 個月擴充內銷市場的公司] 咁你公司會擴充市場至國內邊個地區? [不讀答案, 可選多項]

Guangdong province 廣東省 [Skip to Q17]

Fujian province 福建省 [Skip to Q17]

Changjiang Delta (including Shanghai, Jiangsu, Hangzhou, Suzhou, Nanjing, Zhejiang, Anhui) 長江三角洲 (上海, 江蘇, 杭州, 蘇州, 南京, 浙江, 安徽) [Skip to Q17]

Beijing and Bo-hai surroundings (Hebei, Tianjin, Shandong, Liaoning) 北京及環渤海 (河北, 天津, 山東, 遼寧) [Skip to Q17]

Central China– Sichuan 中國中部 (四川) [Skip to Q17]

Central China – Chongqing 中國中部 (重慶) [Skip to Q17]

SW China – Guangxi 中國西南 (廣西) [Skip to Q17]

NW China – Xian 中國西北 (西安) [Skip to Q17]

NE China – Harbin 中國東北 (哈爾濱) [Skip to Q17]

Elsewhere 其他地方 [Skip to Q17]

Don't know/hard to say 唔知/難講 [Skip to Q17]

Refuse to answer 拒絕回答 [Skip to Q17]

[Q12] [Only ask companies have not yet engaged in domestic sales market] What are the reasons for not engaging in domestic sales market up till this moment? [Do not read out answers, multiple answers allowed]

[只問沒有經營中國內銷市場的公司] 點解你公司唔經營內銷市場? [不讀答案, 可選多項]

Don't think it's the right timing 認為唔係適當時機

No resources to develop other market 冇資源發展其他市場

No network in Mainland 係內地冇網絡

No knowledge about the domestic market 對內銷市場唔認識

Difficult to get payment 收款困難

Keen competition 競爭激烈

Business nature not suitable for developing domestic sales 生意性質唔適合發展內銷市場

Business already good enough 生意已經十分好

Others, please specify: _____ 其他, 請註明: _____

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q13] [Only ask companies have not yet engaged in domestic sales market] Do you plan to enter the China domestic sales market in the next 12 to 24 months?

[只問沒有經營中國內銷市場的公司] 係未來 12-24 個月內，你公司會唔會計劃發展中國內銷市場？

Yes 會

No 唔會 [Skip to Q17]

Maybe 可能會

Don't know/hard to say 唔知/難講 [Skip to Q17]

Refuse to answer 拒絕會答 [Skip to Q17]

[Q14] [Only ask companies have not yet engaged in domestic sales market but plan to / are likely to do so in the next 12 – 24 months] If so, what will be your intended initial investment amount?

[只問沒有經營中國內銷市場但會計劃/可能會於未來 12 至 24 個月發展內銷市場的公司] 咁請問貴公司預計既首次投資金額會係幾多？

Less than HK\$1 million 港幣 1 百萬以下

HK\$ 1 million to below HK\$ 5 million 港幣 1 百萬至港幣 5 百萬以下

HK\$ 5 million to below HK\$ 10 million 港幣 5 百萬至港幣 1 千萬以下

HK\$ 10 million to below HK\$ 50 million 港幣 1 千萬至港幣 5 千萬以下

HK\$ 50 million to below HK\$ 100 million 港幣 5 千萬至港幣 1 億以下

HK\$ 100 million or above 港幣 1 億或以上

Don't know/hard to say 唔知/難講

Refuse to answer 拒答

[Q15] [Only ask companies have not yet engaged in domestic sales market but plan to / are likely to do so in the next 12 to 24 months] What will be the operation mode your company intended to establish the domestic sales market then?

[只問沒有經營中國內銷市場但會計劃/可能會於未來 12 至 24 個月發展內銷市場的公司] 咁請問貴公司打算預計以乜野資本模式去經營內銷生意呢？

Joint venture 合資企業

Wholly-owned foreign enterprise 外商獨資企業

Others (Please specify: _____) 其他 (請註明: _____)

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q16] [Only ask companies have not yet engaged in domestic sales market but are likely to do so in the next 12-24 months] Then which areas in the Mainland will your company's first outlet? [Do not read out answers, multiple answers allowed]

[只問沒有經營中國內銷市場但會計劃/可能會於未來 12 至 24 個月發展內銷市場的公司] 咁你公司會最先係國內邊個地區開拓市場？[不讀答案，可選多項]

Guangdong province 廣東省

Fujian province 福建省

Changjiang Delta (including Shanghai, Jiangsu, Hangzhou, Suzhou, Nanjing, Zhejiang, Anhui)

長江三角洲 (上海, 江蘇, 杭州, 蘇州, 南京, 浙江, 安徽)

Beijing and Bo-hai surroundings (Hebei, Tianjin, Shandong, Liaoning)

北京及環渤海 (河北, 天津, 山東, 遼寧)

Central China– Sichuan 中國中部 (四川)

Central China – Chongqing 中國中部 (重慶)

SW China – GuangXi 中國西南 (廣西)

NW China – Xian 中國西北 (西安)

NE China – Harbin 中國東北 (哈爾濱)

Elsewhere 其他地方

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q17] What kind of banking services would you seek support in Hong Kong in developing the China domestic sales market? [Do not read out answers, multiple answers allowed]

係經營/發展內銷市場既時候，你會於香港需要 d 乜野銀行服務？[不讀答案，可選多項]

Financing 融資

Cash management 資金管理

Remittances 匯款

Trade 貿易

Insurance 保險

Others, please specify: _____ 其他，請註明：_____

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q18] Do you have any preference on choosing a foreign bank or a Chinese bank while seeking financial support for China domestic sales in Hong Kong?

你對在香港就尋求國內發展選擇外資銀行或者中資銀行有有特別偏好？

Prefer foreign bank 外資銀行

Prefer Chinese bank 國內銀行

No preference 無偏好

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

[Q19] Is your company currently using foreign banks or Chinese banks in Hong Kong?

你公司現時係香港用緊外資銀行定係本地銀行？

Foreign banks 外資銀行

Local banks 本地銀行

Both 外資及本地銀行都有用

Don't know/hard to say 唔知/難講 [Skip to Demo]

Refuse to answer 拒絕回答 [Skip to Demo]

[Q20] Then how satisfied are you with the services of these banks in Hong Kong?

[Interviewers to probe intensity]

咁你有幾滿意呢d香港銀行既服務？[訪員追問程度]

Very satisfied 非常滿意

Quite satisfied 幾滿意

Half-half 一半半

Not quite satisfied 唔係幾滿意

Not satisfied at all 非常唔滿意

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

Part 4 Company Information

第四部分 公司及個人資料

We would like to ask you some company information for further analyses.

我地想請問您一D簡單既資料以作分析，你所提供既資料係會絕對保密，請放心。

[DM1] What products do your company trade / manufacture? [Read out answers when needed] 請問你公司經營 / 製造乜野類型既產品或服務？ [如有需要，訪員請讀出答案]

Clothing / Textile 成衣/紡織品

Electronic products 電子產品

Toys, gifts or game products 玩具、禮品或遊戲產品

Watch and jewellery 手錶、珠寶產品

Leather products 皮革產品

Machinery and equipment 機械設備

Paper or wood 紙或木業

Food/ Catering 食品

Health care / Medical products 保健/醫療產品

Film / Entertainment 電影/娛樂事業

Tourist service 旅遊事業

Information Technology 資訊科技

Construction 建造業

Others, please specify: _____ 其他，請註明：_____

Don't know/hard to say 唔知/難講

Refuse to answer 拒答

[DM2] How many years has your company been established?

請問你間公司成立左幾多年？

Less than 1 year 少於1年

1 – 2 year(s) 1至2年

3 – 5 year(s) 3至5年

6 – 10 year(s) 6至10年

11 – 20 year(s) 11至20年

More than 20 years 超過20年

Don't know/hard to say 唔知/難講

Refuse to answer 拒絕回答

Don't know/hard to say 唔知/難講

Refuse to answer 拒答

[DM3] How many employees do you have in total?

請問你間公司總共有幾多員工？（包括香港及其他地區）

- | | |
|------------------------|-------------|
| Less than 50 | 少於 50 人 |
| 50-100 | 50-100 人 |
| 101-200 | 101-200 人 |
| 201-500 | 201-500 人 |
| 501-1,000 | 501-1,000 人 |
| More than 1,000 | 1,000 人以上 |
| Don't know/hard to say | 唔知／難講 |
| Refuse to answer | 拒答 |

[DM4] Annual sales turnover 每年營業額

- | | |
|--|-------------------|
| Below HK\$ 10 million | 港幣 1 千萬以下 |
| HK\$ 10 million to below HK\$ 50 million | 港幣 1 千萬至港幣 5 千萬以下 |
| HK\$ 50 million to below HK\$ 100 million | 港幣 5 千萬至港幣 1 億以下 |
| HK\$ 100 million to below HK\$ 500 million | 港幣 1 億至港幣 5 億以下 |
| HK\$ 500 million to below HK\$ 1 billion | 港幣 5 億至港幣 10 億以下 |
| HK\$ 1 billion or above | 港幣 10 億或以上 |
| Refuse to answer | 拒答 |

[DM5] Position 請問您既職位係：

- Employer/ Chairman/ General Manager/ CEO 僱主／主席／總經理／行政總裁
 Management staff/ Manager/ Senior Executive 管理人員／經理／高級行政人員
 Other executive (e.g. supervisor, Secretary) 其他行政人員（如主任、秘書）
 Others, please specify: _____ 其他，請註明：_____
 Refuse to answer 拒答

Thank you for your time. If you have any questions regarding this interview, you can contact our supervisor Mr Kwok at 3921 2703 or call 2241 5267 during office hours to verify this interview's authenticity and confirm my identity. Bye bye.

問卷已經完成，多謝您接受我地既訪問。如果你對今次既訪問有任何疑問，你可以打去熱線電話 3921 2703 同我地既督導員聯絡，或者係辦公時間打去熱線電話 22415267 查詢今次訪問既真確性同埋核對我既身份。拜拜。

***** End of Questionnaire 問卷完 *****