APPENDIX C: Questionnaire

Innovation and Competition in the Textile and Garment Industries of Southern Italy

The information you give will remain strictly confidential. Only aggregate statistical totals will be used in the published results. It would be helpful if responses were as accurate as possible but it is realised that in some cases estimate may have to be used. Such estimates are better than no response at all.

Name of firm or business unit | ________________  Address | ________________  Postcode | ________________
Name of respondent | ________________  Job-title/position | ________________

A. General information

A1.a In which of the following activities is your business involved?
- Pullovers (Hosiery)
- Wedding Dresses
- Work wear
- Outerwear

A1.b In which other field of business the company is active?

None
Please list:
1) ________________  2) ________________  3) ________________

A1.c How many years has this firm been in operation? ________________

A1.d (i) Is your firm an independent firm? Y | N
(ii) Is it part of a group? Y | N
(iii) Is it predominantly UK owned? Y | N
(iv) Is it predominantly foreign owned? Y | N

A2.a Please indicate the ownership of your business (Please tick)
- Share capital held by another company
- An independent company
- A joint venture
- A majority-owned subsidiary
- An associate company
- A wholly-owned subsidiary
- Zero – 10%
- Equal Shares
- 51 – 99%
- 11 – 49%
- 100%

A2.b If the business is majority or wholly owned subsidiary:
- What is the name of your total company group? ________________
- Location? ________________  Postcode/ZIP ________________

A3 Approximately how many people (Full Time Equivalents – FTE) were employed in your business?

In 2011? ________________  In 2006? ________________  In 2001? ________________

B Research and Development (R&D), Design (D).

B4 Approximately how many people (Full Time Equivalents – FTE) were employed in R&D, D?

In 2011? ________________  In 2006? ________________  In 2001? ________________

B5 Approximately how much is the expenditure for R&D, Design (R&D, D), Learning and Skills?

R&D, D, T&E$ In 2011 £ __________,000  In 2006 £ __________,000  In 2001 £ __________,000
Learning In 2011 £ __________,000  In 2006 £ __________,000  In 2001 £ __________,000
Skills In 2011 £ __________,000  In 2006 £ __________,000  In 2001 £ __________,000

B6 Is the design activities (D) conducted in house or with other firms?
- In-house
- Other firms

C Innovation

C7.a Has your firm introduced any significant new products, processes or organizational methods in the recent past?
- new products Y | N
- new processes Y | N
- demand-driven Y | N
- new organizational methods Y | N

C7.b How many time per year does the firm develop new prototypes (process or product experiment)?
1. process experiment (prototype) (from 0 to 10) __________
2. product experiment (prototype) (from 0 to 10) __________

C8 Has the firm introduced CAD or CAM technology (Computer Aided Designer or Computer Aided Manufacturing)?
- Y | N

D Marketing

D9 Approximately how much is the expenditure in marketing?

Marketing In 2011 £ __________,000  In 2006 £ __________,000  In 2001 £ __________,000

D10 Does your firm have a website?
- Y | N

If Yes, does it use its website for marketing? Y | N
D11 How does this firm into new market segments? (new market segments consist of new country areas)
Nature of the relationship: ☐ research contract ☐ joint venture ☐ licence ☐ delocalisation
☐ sub-contract ☐ franchising ☐ other

E Knowledge exchange
E12 How important are the source information connected to innovation knowledge (IK) (innovation knowledge consists of new materials, more efficient methods of production, new machinery, new techniques, new designing technologies) with:
1. Not important 5. Very important
- Trade Fairs
- Specialized magazines
- National and International market
- Formal or informal contacts with other UK firms in same sector.
- Formal or informal contacts with other foreign firms in same sector.
- Contacts with commercial agents in UK or abroad
- Suppliers
- Clients
- Contacts with associations (like consumer association and other)
- Conference
- Institution
- Association

E13 How important are the source information connected to market knowledge (MK) (market knowledge consists of kept information on the consumers’ preferences, on the new national and international markets, the latest trends in colors and materials) with:
1. Not important 5. Very important
- Trade Fairs
- Specialized magazines
- National and International market
- Formal or informal contacts with other UK firms in same sector.
- Formal or informal contacts with other foreign firms in same sector.
- Contacts with commercial agents in UK or abroad
- Suppliers
- Clients
- Contacts with associations (like consumer association and other)
- Conference
- Institution
- Association

F Social network
F14 Is there common space in the firm?
☐ Y ☐ N

F15 What is the number of formal and informal meetings in a month among: (formal meeting consists of a workshop, seminar, conference or a meeting keep with previous appointment; informal meeting consists of discussion without appointment, in other words it is an occasional discussion in an office, in a café, restaurant, by phone, in a road and so on).

<table>
<thead>
<tr>
<th>Formal meeting</th>
<th>Informal meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager and customers</td>
<td>0 1 2 3 4 5</td>
</tr>
<tr>
<td>Manager and suppliers</td>
<td>0 1 2 3 4 5</td>
</tr>
<tr>
<td>Researcher and customers</td>
<td>0 1 2 3 4 5</td>
</tr>
<tr>
<td>Manager and manager</td>
<td>0 1 2 3 4 5</td>
</tr>
<tr>
<td>Researchers and researchers</td>
<td>0 1 2 3 4 5</td>
</tr>
</tbody>
</table>
G Conclusion

G16 Is the firm in contact with other firms? (contact consists of a exchange of informations)

☐ Y ☐ N

If YES, how many are they?

☐ Only 1 ☐ 2-3 ☐ 4-6 ☐ more than 6

Could you describe the firms, the partner’s type and the importance of exchange of information (market issues and / or Technical issues) on contact, please?

Firm’s name ………….. Location, e.g. partner, customer, Partner’s type: Formal Informal
supervisor, client, etc. Postcode (please tick on the number
1.Not important 5. Very important)

| ________ | ________ | ________ | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| ________ | ________ | ________ | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| ________ | ________ | ________ | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| ________ | ________ | ________ | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| ________ | ________ | ________ | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| ________ | ________ | ________ | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| ________ | ________ | ________ | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| ________ | ________ | ________ | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| ________ | ________ | ________ | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |

G18a How many suppliers has the firm?

From 1 to 3 ☐ From 4 to 10 ☐ From 11 to 50 ☐ More 50 ☐

G18b How many customers has the firm?

From 1 to 3 ☐ From 4 to 10 ☐ From 11 to 50 ☐ More 50 ☐

G18c. What are the events or exhibitions to which the firm participates?

Name Where is it?

| ________ | ________ |
| ________ | ________ |
| ________ | ________ |
| ________ | ________ |
Thank you very much for your cooperation in filling out the questionnaire. Any information you provided will be fully anonymized in research reports or publications.

*Annunziata de Felice*