Industry Study Questions

BACKGROUND INFORMATION

1. What is the name of the company?

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2. What is the address of the company?

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3. Could I have an example of the company logo?

4. How was the logo selected?

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5. Who started the business?

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6. When was the company founded?

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7. How was the company started?

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8. Does the company have a mission statement?

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9. What is it?

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10. What is the prime function of the business?

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11. Does the company have a business plan?

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12. If yes, can I have a brief overview of it?

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13. If no, why?

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14. What type of organisation is the company?

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15. Why is the company set up this way?

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MARKETING

16. Does the business have a marketing plan?

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17. If yes, can I have a brief overview?

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18. Does the company undertake market research on a regular basis?

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19. If yes, how is this done?

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20. If no, why?

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21. What is the target market for the various products and services?

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22. What advertising does the company do?

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PERSONNEL ISSUES

23. How many people do you employ?

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24. How many are male? How many are female?

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25. What is the ethnic make up of the employees?

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26. Do the employees have specific areas of operation or can they all perform all operations?

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27. What are some of these areas?

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28. Are there any incentive schemes for the employees?

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29. If yes, what are they?

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30. What skills are required to successfully run the business?

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31. What formal qualifications do you have that help in the running of the business?

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MANAGEMENT

32. What is the management structure of the business?

33. How are decisions made within the business?

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GOALS

34. What are the short-term goals of the company? (12 months).

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35. What are the intermediate goals of the company? (3 years).

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36. What are the long-term goals of the company? (5 – 7 years).

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37. Have any of the company's goals been achieved already?

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38. If yes, which ones?

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39. Has the company not fulfilled any goals that it would like to have already?

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40. If yes, which ones?

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41. Are growth targets set each year?

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42. If yes, in what areas of business?

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43. Are there any plans for expansion of this business?

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44. If yes, what are they?

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45. What are the important achievements for the company to date?

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FINANCE

46. What is the company's turnover per year?

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47. What percentage of turnover is profit?

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48. What is done with the profits?

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49. What percentage of profits is allocated to Research and Development?

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50. Does the company do it's accountancy internally or is an external accountant hired?

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GOODS AND SERVICES

51. What products does the business offer to clients?

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52. What are the price ranges of the products offered?

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53. How long does it take to manufacture a complete product?

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54. Describe the manufacturing processes for the different products offered by the company?

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55. How does the business ensure efficiency through these processes?

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56. How is time organised within the company to ensure that all products and services are completed on time?

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57. How does the company distribute it's products?

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58. Have there been any professional reviews of any of the products and/or services offered by the company? (Get a copy if possible).

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59. Have there ever been any legitimate complaints about any of the products or services offered by the company?

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60. If yes, what were they and how were they overcome?

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61. Have there ever been any non – legitimate complaints about any of the products or services offered by the company?

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62. If yes, what were they and how were they handled/overcome?

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63. What raw materials are used in the manufacture of the products offered?

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64. Where does the business get the raw materials for it's products?

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65. How are raw materials distributed to the business?

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66. How and where are raw materials stored?

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67. Have there ever been any problems with the quality of any raw materials supplied for the manufacture of the products?

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68. If yes, what does the company do when faulty raw materials are supplied?

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69. Are there any raw materials that the business will not use for any reason?

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70. If yes, what are they?

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71. What services are offered by the business?

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72. What are the price ranges of these services?

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73. Does the company have any brochures or catalogues about the products and services offered? (Get some if possible).

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74. Does the company offer credit to it's customers?

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75. Are bad debts by customers a problem for the company?

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76. If yes, how bad are they and what is done about them?

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77. How do most people find out about the products and services offered by the business?

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78. Does the business quote jobs before they are undertaken?

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79. What type of paperwork is associated with the quotes? (Get a sample if possible).

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EXTERNAL ACTIVITIES

80. Are you involved with any other businesses?

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81. If yes, what are they?

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82. Is the company associated in any way with the Quality Assurance organisation?

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83. If yes, how?

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84. Is this important to the company?

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85. What unions are involved with the company?

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86. Which political groups and associations affect the business?

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87. Does the business belong to any associations?

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88. If yes, which ones?

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89. How does the company impact on the economy of the local area and Australia?

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90. Does the business do anything to support the community? (i.e. cycling community, local community, global community, national community, disabled groups, charities, etc.).

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EQUIPMENT

91. What types of equipment are used in the manufacturing area of the business?

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92. Is all of the equipment owned by the company or is some of it leased?

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93. If any is leased, which types of equipment are they?

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94. Who maintains/services the equipment?

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95. How often does the equipment in the manufacturing area get updated or replaced?

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96. Does the business use a CAD program?

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97. If yes, in what capacity?

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98. Does the business do any CAM and/or CNC work in manufacturing?

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99. Do you think that CAM and/or CNC work will become important to the business in the future?

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100. If yes, how important?

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101. If no, why?

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102. How often does the office and the equipment there get used?

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103. Is a computer used in the business?

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104. What aspects of the business is the computer used for?

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105. What types of equipment are used in the office?

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106. How often does the office equipment get replaced or updated?

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107. Does the business own any vehicles?

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SITE

108. Is this the original site of the business?

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109. If no, where was the business previously located?

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110. Why was there a decision to move from the previous site to the present site?

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111. Are there any plans for a future site?

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112. If yes, what are they?

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COMPETITION

113. Are there many competitors in this industry?

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114. Who are they?

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115. Does the company have contact with any of the competitors on a regular basis?

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116. If yes, which ones and why?

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117. What are the advantages/disadvantages of these links?

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ENVIRONMENTAL ISSUES

118. Does the company recycle waste materials or promote the reuse of raw materials?

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119. If yes, how?

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120. Is there any pollution from this business? (Noise, waste disposal, air, etc.).

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121. How is any pollution controlled or taken care of?

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122. Does the company have an environmental impact policy?

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123. If yes, what is it? (Get a copy if possible).

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OTHER

124. How are complaints, of any type unrelated to finished products, handled?

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125. Get a business card.

126. Get photos of the external feature of the site.

127. Get photos of the workshop area.

128. Get photos of the office area.