		only					
	V1 1 - 3						
Phone the number ind							
Good day, Sir / Madam. My							
Herbst who is a Doctorate student at the University of Pretoria and he is currently							
collecting data for his thesis. Can you please tell me who in your organisation is							
responsible for marketing de							
Interviewer instruction:							
Ask to speak to this person IN							
Ask to speak to this person, INTRODUCE YOURSELF and ask the following question to him / her							
Good day, Sir / Madam. My name is (state your name). I represent Mr Frikkie							
Herbst who is a Doctorate student at the University of Pretoria and he is currently							
collecting data for his thesis on the product life cycle concept. May I please use a							
minute of your time to ask y	ou a few questions?						
Screening Question:							
Are you familiar with the	product life cycle (PLC)	concept and does your					
organisation apply this cond	ept?						
Yes I am familiar with the PLC	Yes I am familiar with the PLC						
concept and my organisation does	concept and my organisation						
apply the PLC concept	does not apply the PLC						
Interviewer instruction:	concept Interviewer instruction:						
Ask to make an <b>appointment</b> with	Terminate the interview and	<ul> <li>Interviewer instruction:</li> <li>Terminate the interview and</li> </ul>					
this person	thank the respondent for his /	thank the respondent for his /					
	her time						
▼ Date of interview:							
Time of interview:							
Physical address:							

## **INTRODUCTION AT THE START OF THE INTERVIEW**

Good day, Sir / Madam. My name is ... (state your name). I represent Mr Frikkie Herbst who is a Doctorate student at the University of Pretoria and he is currently collecting data for his thesis. The topic of the thesis is "<u>The</u> <u>product life cycle concept as an instrument in marketing decision-</u> <u>making</u>."

May I please use a few minutes of your time to ask you some questions? The interview should take about **25 minutes**. I want to ensure you that the interview will be treated with the strictest confidence and that all information given to me will be used for research purposes only.

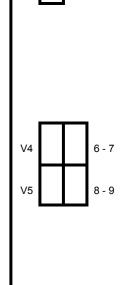
#### SECTION A

**Q 1:** Location of the organisation

Q2: Classification



**Q3:** What is the nature of your core business?



V2

V3

#### **Q 4:** Name all the **departments** <u>or</u> functions in your organisation?

Interviewer instruction: Please do not read the list to the respondent. Mark the verbatim answer in the appropriate block! V6 10 Accounts V7 11 **Buying / Purchasing** V8 12 Communication V9 13 Customer service V10 14 Finance V11 15 Human resources V12 16 Information Technology (IT) V13 17 Legal V14 18 Marketing V15 19 Production V16 20 Public relations (PR) V17 21 Sales V18 22 **Technical support** Research and development (R&D) V19 23 Other: 24 - 25 V20

**Q 5:** How many employees are working in your organisation?

11 - 15	16 - 20	21 - 30	31 - 40	41 - 50
Other:				

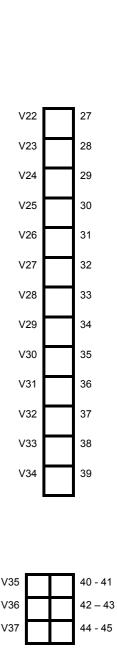
V21

26

### SECTION B

**Q 6:** How **important** is the application of the product life cycle concept in the execution of the following aspects in your organisation? (Use the scale in such a way that "1" would indicate that the aspect is not important at all and that "5" would indicate that the aspect is extremely important).

	Not imp	Not important			tremely	
	at all			in	nportant	
Buying	1	2	3	4	5	Don't know
Costing	1	2	3	4	5	Don't know
Forecasting	1	2	3	4	5	Don't know
Manufacturing	1	2	3	4	5	Don't know
Product development	1	2	3	4	5	Don't know
Pricing	1	2	3	4	5	Don't know
Distribution	1	2	3	4	5	Don't know
Advertising	1	2	3	4	5	Don't know
Sales promotion	1	2	3	4	5	Don't know
Monitoring market share	1	2	3	4	5	Don't know
Competitive evaluation	1	2	3	4	5	Don't know
Managing brands	1	2	3	4	5	Don't know
Allocating resources	1	2	3	4	5	Don't know



# **Q 7: Name** three aspects that provide a competitive advantage for your organisation?

