

9. APPENDICES

APPENDIX 1 - COVER LETTER

Department of Information and Communication Studies
University of Namibia
P/Bag 13301
Windhoek

To Whom It May Concern:

RE: Survey on: Business Information Needs, Seeking Patterns and Information Services for SMEs in Namibia

I am a Doctor of Philosophy candidate at the University of Pretoria and I am conducting research on **Business information needs, seeking patterns and information services for SME in Namibia.**

I am requesting you to participate in my study by answering the attached questionnaires. I am distributing the questionnaires with the help of research assistants (4th year students from University of Namibia).

Please respond to all the questions and provide any other remarks concerning the research to the research assistants.

Thank you for your assistance.

Elisha R.T. Chiware

APPENDIX 2 - SUPPORT LETTER FROM THE SMALL BUSINESS INFORMATION CENTRE

To whom it may concern

Survey: Business Information needs, seeking patterns and Information services for SMME in Namibia

The Information Centre (SBIC) seeks your cooperation in assisting one of its development associates in the SME sector, Mr. Elisha R.T. Chiware – a researcher and lecturer with the University of Namibia (UNAM), with his research process.

This means;

- Allocating time to familiarize yourself with the research tool or questionnaire
- Availing time to complete the questionnaire (clarifications can be sought from the enumerator/person that contacts your business on this subject)
- Providing any additional information relevant to the enumerator/person that is conducting the survey.

We at the SBIC acknowledge the ongoing and regular related surveys, but would also like to inform you that it is to the benefit of your business and the sector at large especially where the Researcher demonstrates positive identification and legitimacy.

Kindly feel free to contact the SBIC should you have any doubts on the legality of the survey. We are there for you.

Kind regards

.....
Mr. Eneas Emvula, SME Information Specialist
SBIC Manager
P.O. Box 95517,
Soweto Market
Windhoek
Namibia
e-mail: sbic@jcc.cm.na
website host: www.jcc.com.na

APPENDIX 3 - QUESTIONNAIRE FOR SMMES

SURVEY TO INVESTIGATE THE BUSINESS INFORMATION NEEDS AND SEEKING PATTERNS OF SMALL AND MEDIUM ENTERPRISES (SMMES) IN NAMIBIA

SECTION A: DEMOGRAPHIC INFORMATION

Position.....

Company Name:.....

Address:

Q1 Please indicate whether you are

1) Male	
2) Female	

Q2 Please indicate your age range:

1) Under 20	
2) 20-30	
3) 31-40	
4) 41-50	
5) 51-60	
6) Over 60	

Q3 What is your highest level of education:

1) Primary	
2) Secondary	
3) Vocational	
4) Graduate	
5) Post Graduate	



SECTION B: COMPANY INFORMATION

Q4 Please indicate the type of business you operate:

1) Manufacturing	
2) Construction	
3) Transport	
4) Trading	
5) Hospitality, Tourism & Crafts	
6) Body care, Health and Crèches	
7) ICT & Electronics	
8) Food: manufacturing, selling & catering	
9) Other (specify)	

Q5 For how long has been your business in operation?

Below 2 years	
Above 2 years	

Q6 What is your annual turnover?

(Namibian dollars (N\$))

1) Less than \$100 000	
2) \$100 000 to \$500 000	
3) \$500 000 to \$1 million	
4) Above \$1million	

Q7 Is your business family owned?

1) Yes	
2) No	

Q8 How many people do you employ in your business

1) 0-10	
2) 11-25	
3) 26-75	



SECTION C: BUSINESS INFORMATION NEEDS OF SMES

Q9 What is the major constraints to the growth of your business?

Constraint	Major constraint	Medium constraint	Low constraint	Not a constraint
a) Finance (capital)				
b) Training				
c) Access to Business Info				
d) Transport				
e) Market information				
f) Lack of Skills				
g) Raw materials supply				
h) Product quality				
i) Government regulations				
j) Other constraints (Specify)				

Q10 Please indicate the type of information needs in your business operations

Type of business information	Highly required	Moderately required	Lowly required	Not required
a) Financial information				
b) Marketing information				
c) Sources of raw materials/goods				
d) Technical (about products, production)				
e) Production (equipment, techniques or planning)				
f) Training Information (lists of training available or guides/hints for business people)				
g) Policy/SME development Information (government support, best practices, NGO programmes)				
h) Regulations/Standards (Quality, health standards, packaging, labelling)				
i) Other Information				



Q11 What is the importance to the listed categories of information, according to the interest of your business?

Type of information	Very important	Important	Some what important	Unimportant
a) Financial				
b) Market information				
c) Sources of raw materials/goods				
d) Technical information				
e) Production information				
f) Training information				
g) Policy/SME development				
h) Regulations/Standards				
i) Others				

Q12 How easy is it to get the following information for your business?

Type of information	High level of accessibility	Medium level of accessibility	Low level of accessibility
a) Financial			
b) Market information			
c) Sources of raw materials/goods			
d) Technical information			
e) Production information			
f) Training information			
g) Policy/SME development			
h) Regulations/Standards			
i) Others			

SECTION D: INFORMATION SOURCES OF BUSINESS INFORMATION USED BY SMMEs

Q13 Are you aware of where to obtain information for your business?

1) Yes	
2) No	



Q14 How often do you utilise the following information sources to run your business operations?

Information source	Very often	Quite often	Not very often	Not at all
a) Informal information available in your business (e.g. staff knowledge, internal documentation services)				
b) Your personal friends and your family members				
c) Trade partners/Suppliers				
d) Customers				
e) Media (e.g. Newspapers, Radio, TV)				
f) Internet/ electronic databases				
g) Small Business Information centre				
h) Local Chamber of Commerce				
i) Ministry of Trade and Industry				
j) National Library/Community Library Centre				
k) Others				

Q15 How do you receive business information from these information providers?
(Please tick one box for each category of delivery means)

Delivery Means	Most Frequently	Frequently	Moderately	Never
a) Newsletters				
b) E-mail				
c) TV or Radio				
d) Newspapers				
e) Workshops				
f) Other means (Please specify)				

Q16 How satisfied are you with information obtained from the sources listed below?

Information source	Highly satisfied	Satisfied	Lowly satisfied	Not satisfied
a) Informal information available in your business (e.g. staff knowledge, internal documentation services)				
b) Your personal friends and your family members				



c) Trade partners/Suppliers				
d) Customers				
e) Media (e.g. Newspapers, Radio, TV)				
f) Internet/ electronic databases				
g) Small Business Information centre				
h) Local Chamber of Commerce				
i) Ministry of Trade and Industry				
j) National Library/Community Library Centre				
k) Others				

Q17 What is the difficulties that you face in obtaining information from SMME service providers?

Main difficulties faced in obtaining information	Major difficulty	Occasional difficulty	Not difficult	Do not face this difficulty
a) It takes too long to obtain information from external sources				
b) Do not know where to obtain information				
c) The procedure necessary to obtain information from national sources are too complicated				
d) Do not know if required information exists				
e) Information is too expensive				
f) Information is of poor quality				
g) Others				

Q18 In what language(s) do you receive business information from information providers?

a) English	
b) Afrikaans	
c) Other(s)	



Q19 Please indicate the preferred language for receiving business information

a) English	
b) Afrikaans	
c) Other(s)	

SECTION E: INFORMATION EXCHANGE AND STORAGE

Q20 Which methods of communication do you find most effective to promote your products/services?

(Please tick one box for each category)

	Very effective	Quite effective	Not very effective	Not used
a) Meeting with customers				
b) Through telephone sales				
c) Advertising/newspapers or magazines				
d) TV/radio advertising				
e) Internet advertising				
f) Displaying				
g) Other (specify)				

Q21 Which of these methods is most used for communication and exchange of business information between your business and your suppliers and other service providers?

(Please tick one box for each category)

Method	Very often	Quite often	Not very often	Not at all
a) Face to face meetings				
b) Communication by letter				
c) Fax				
d) Telephone				
e) E-mail				
f) Exhibitions/Trade shows/Fairs				
g) Others (specify)				



Q22 In your business where do you store the following types of information:

(Tick one box for each category)

Information about the following:	In Files/Cabinets	On Computer	Not recorded
a) Inventories/stock control			
b) Sales and invoicing			
c) Production records			
d) Accounts/bookkeeping			
e) Staff records			
f) Suppliers/ Customer records			
g) Marketing and distribution			
h) Banking records and statements			

SECTION F: USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTS)

Q23 Please indicate the number of the following business communication tools available in your business

Communication Tool	None	1-5	Above 5
a) Telephones			
b) Fax			
c) Cell-phones			
d) PCs (Computers)			
e) Post Boxes			

Q24 What ICTs are you using most to conduct business and improve linkages with other businesses?

Communication Tool	None	1-5	Above 5
a) Telephones			
b) Fax			
c) Cell-phones			
d) E-mail			
e) Internet			
f) Other (specify)			



Q25 Which of the following computer-based operations do you use in your business?

(Please tick one box for each category)

Type of computer operations	Very often	Quite often	Not very often	Not at all
a) Word processing				
b) Spreadsheets				
c) Desktop publishing				
d) Accounting/Financial Management packages				
e) Other computer programmes				

Q26 Does the usage of computer-based applications have a visible impact on your business performance?

Type of Computer operation	High impact	Some impact	No impact	Do not know
a) Word processing				
b) Spreadsheets				
c) Desktop publishing				
d) Accounting/Financial Management packages				
e) Other computer programmes				

E-BUSINESS/COMMERCE

Q27 Do you use the Internet for business purposes

1) Yes	
2) No	

Q28 For what purpose does your business use the Internet

Tick Y (yes) or N (no)

a) Marketing the business's products	
b) Facilitating access to product catalogues and price lists	
c) Purchase products from suppliers	
d) Providing after sales support	
e) Other (specify)	

Q29 What difficulties do you face in conducting business over the Internet

Type of Difficulty	Major difficulty	Occasional difficulty	Not a difficulty	Do not face this difficulty
a) Low Internet speed				
b) Unreliable payment methods				
c) Unreliable suppliers				
d) Uncertainty over contract terms of delivery and guarantees				
e) Unskilled personnel in E-business				
f) Logistical problems				
g) Other (specify)				

Q30 How do you rate the current performance of your business (2006)

1) Very good	
2) Good	
3) Fair	
4) Bad	
5) Very bad	

Q31 How do you expect your business to perform in 2007

1) Very good	
2) Good	
3) Fair	
4) Bad	
5) Very bad	

Q32 How many more people do you plan to employ in 2007

1) Much more	
2) More	
3) Same	
4) Less	
5) Much less	

Q33 What do you plan to invest in 2007 (in money terms

1) Much more	
2) More	
3) Same	
4) Less	
5) Much less	

Q34 What are your overall comments/opinions on an ideal business information delivery service for small businesses in Namibia.

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APPENDIX 4 - QUESTIONNAIRE FOR BUSINESS SUPPORT ORGANISATIONS

SURVEY TO INVESTIGATE THE BUSINESS INFORMATION SERVICES FOR SMALL, MICRO AND MEDIUM ENTERPRISES (SMMES) IN NAMIBIA

SECTION A: ORGANISATION BACKGROUND INFORMATION

Organisation Name (Optional):

Address:

Q1 Please indicate the type of your organization

1. Commercial Bank	
2. Government Department	
3. Micro-lending institution	
4. Chamber of Commerce	
5. NGO	
6. Small Business Information Centre	
7. Training organization	
8. Other	

Q2 Please indicate the type of your services you provide to SMEs. (Please tick all services provided)

a) Financial services	
b) Training	
c) Market Information	
d) Business Information Services	
e) Business Development	
f) Research and Advisory Services	
g) Other (specify)	



SECTION B: BUSINESS INFORMATION SERVICES

Q3 Please indicate what you view as the major constraints to the growth of SMMEs.

Growth constraints	High	Medium	Low	Not a constraint
a) Finance (capital)				
b) Training/ skills				
c) Business Information				
d) Business Linkages				
e) Transport Logistics				
f) Raw Material Supply				
g) Technological limitations				
h) Poor Product Quality				
i) Business Opportunities				
j) Policy & Business Regulations				
k) Other (specify)				

Q4 Please indicate which types of business information you provide to SMMEs (Please tick all available services)

Type of Service	Available	In planning Stage Only	Not available at all
a) Market information			
b) Business development			
c) Financial information			
d) Technical information			
e) Production information			
f) Training information			
g) Policy/SME development			
h) Regulations/Standards			
i) Other (Specify)			



Q5 Please indicate the form in which business information services/sources are available to SMMEs in your organization

Type of business information source	Printed form	On PC/Hard drives	Online-Through the Internet	Not available at all
a) Market information				
b) Financial information				
c) Business development				
d) Technical information				
e) Production information				
f) Training information				
g) Policy/SME development				
h) Regulations/Standards				
i) Other(s) specify				

Q6 Please indicate in order of importance what you view as the major information needs of SMMEs. Rank 1 up to 9

Business information needs	Ranking
a) Market information	
b) Financial information	
c) Business development	
d) Technical information	
e) Production information	
f) Training information	
g) Policy/SME development	
h) Regulations/Standards	
i) Other (Specify)	

Q7 Please indicate the methods you use for communicating business information to SMEs

Methods of communicating business	Most favoured	Favoured	Least favoured	Not favoured



information				
a) Press release				
b) Newspapers/Magazines				
c) Radio				
d) Television				
e) Workshops/Seminars				
f) Training programmes				
g) Face to Face meetings				
h) Other (Specify)				

Q8 Please indicate the language(s) in which you disseminate business information to SMMEs

a) English	
b) Afrikaans	
c) Local Languages (please indicate)	

Q9 Do you charge for your information services?

1) Yes	
2) No	

Q10 If yes please indicate the services that you charge for

Type of service	Y/N
a) Information searches	
b) Use of the Internet	
c) Packaging of special information	
d) Market research reports	
e) Other (specify)	

Q11 Please specify the constraints you encounter in disseminating business information to SMMEs (please tick all difficulties)

Constraint	Major constraints	Medium constraint	Low constraint	Not a constraint
a) SMEs are hard to reach				
b) SMEs are not interested in our business information services				
c) SMEs do not understand the language in which we disseminate our business information				
d) Our services are too expensive for SMEs				
e) Other reasons (specify)				

SECTION C: USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTs)

Q12 Please indicate the number of the following business communication tools in your organization

Communication Tool	None	1-5	5 -10	Above 10
a) Telephones				
b) Faxes				
c) PCs				
d) PCs that are available for information research by SMEs				
e) PCs with Internet access				

Q13 Please indicate whether the PC are networked



1) Yes	
2) No.	

Q14 Please indicate whether your organization is a subscriber to external online business information databases

1) Yes	
2) No	
3) Plans to subscribe	

Q15 Does your organisation provide information services through a website?

1) Yes	
2) No.	

Q16 Does your organization provides information services through e-mail to SMME?

1) Yes	
2) No.	

Q17 Does your organization receive business information requests from SMMEs through a website?

1) Yes	
2) No.	

Q18 Does your organization receive business information requests from SMMEs through e-mail?

1) Yes	
2) No.	

Q19 Which ICTs is your organization using most to keep linkages with SMMEs?

Type of communication tool	Mostly used	Moderately used	Lowly used	Not used at all
a) Fax				
b) Telephone				



c) Mobile				
d) E-mail				
e) Internet				
f) Other				

Q20 What do you view as the potential obstacles to the use of e-commerce by SMMEs

(Please tick)

Obstacles to E-business	High obstacle	Medium obstacle	Low obstacle	Not an obstacle
a) Products/services of SMEs are not suitable for sales through Internet				
b) Customers and other businesses are not yet ready to use E-commerce				
c) There are security concerns over payments				
d) There is uncertainty concerning contracts, terms of delivery and guarantees				
e) Logistical problems				

SECTION D: INFORMATION SERVICES MANAGEMENT

Q21 How many staff members work in your organization?

a) In total?

1) 1-5	
2) 6-10	
3) 11-15	
4) 16-20	
5) +20	

b) In business information service?

6) 1-5	
7) 6-10	
8) 11-15	
9) 16-20	
10) +20	

c) Who are professionals?

11) 1-5	
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12) 6-10	
13) 11-15	
14) 16-20	
15) +20	

Q22 Do you have enough staff to support business information services to SMMEs in your organization?

1) Yes	
2) No	

Q23 What is the staff/client ratio?

1) 1 to 2	
2) 1 to 4	
3) 1 to 8	
4) 1 to 10	
5) 1 to 12	
6) 1 to 12+	

Q24 Please indicate the level of coverage of business information sources in your organisation

Type of business information sources	High Coverage	Medium coverage	Low coverage	No coverage
a) Market information				
b) Financial information				
c) Business development				
d) Technical information				
e) Production information				
f) Training information				
g) Policy/SME development				
h) Regulations/Standards				
i) Other(s) specify				

Q25 Please indicate how frequently you update your business information sources for SMMEs.

Type of business information source	Monthly	Quarterly	Half yearly	Annually	No updates are made
a) Market information					
b) Financial information					
c) Business development					



d) Technical information					
e) Production information					
f) Training information					
g) Policy/SME development					
h) Regulations/Standards					
i) Other(s) specify					

Q26 What is your annual budget for information services?

Below \$100 000	
Above \$100 000	

Q27 Is the budget for information services growing?

1) Yes	
2) No	

Q28 Please indicate the priority areas of training needed by staff of your business information services

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

Q29 What does your organization need in order to improve its business information services?

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....

Q30 What kind of networking is there between you and other organizations in the provision of business information to SMMEs

- 1.....
- 2.....
- 3.....



4.....

5.....

Q31 What external assistance would be desirable for the development of your information services?

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Q32 Which organization or company would be most likely to provide the required assistance?

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Q33 What is your overall comment on the improvement of business information services to SMMEs in Namibia?

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Thank you for your time

APPENDIX 5 - GUIDE FOR THE QUALITATIVE ASSESSMENT OF BUSINESS INFORMATION SUPPLY SERVICES

Name of Organization:.....

Type of Business Support Services offered:.....

Contact Person:.....

Theme	Indicators	Observation/remarks
1. Information coverage and detail	Is information in the organization concerning the needs of SMMEs sufficiently covered?	
2. Information updating	Is the information updated frequently?	
3. Information value	What are the sources used and is the information charged for?	
4. Information access	Are your facilities conveniently located for SMMEs?	
5. Use of ICTs	What IT facilities are in place?	
6. Staff capacity and dedication	Is there enough staff to support information services and are they capable of delivering the service?	
7. Information service Management	Is the service well organized and provide timely answers?	
8. Dynamism	IS the budget for information services increasing?	