



Sudan University of Science & Technology

College of Graduate Studies

QUESTIONNAIRE



Dear respondents, the purpose of this questionnaire is to gather data on the supply chain management practices and firm operational performance in industrial companies. The study is purely for academic purpose and thus not affects you in any case. So, your genuine, frank and timely response is vital for successfulness of the study. Therefore, I kindly request you to respond to each items of the question very carefully.

General Instructions

There is no need of writing your name.

Where answer options are available please tick (✓) in the appropriate box for part

I and circle for your response to each statements of part II.

Contact Address

If you have any query, please do not hesitate to contact me and I am available as per your convenience at (Mobile: 0909949099 or e-mail: tayssertahir@gmail.com)

Thank you for scarifying your precious time in advance!

PART I: General profile

1. Company type:

Food sector	Chemical sector	Engineering sector	Contractures sector	Printing sector	Leather sector	other

2. Company age:

Less than 5 years	5 less than 10	10 less than 15	15 less than 20	20 and above

3. Ownership of company :

Wholly owned	Joint venture	distributorship	Franchising	other

4. company size :

Number of employee.

1-10	11 – 50	51 - 100	101 - 200	More than 200

5. Business function :

Raw material extractor / manufacture	Component / parts producer	Final product manufacture	Wholesaler ,retailer , trading	others

Part II: Instruments for supply chain management practices, operational performance and market orientation .

Section one: supply chain management practices:

With regard to SCM practices of your firm, please circle the appropriate number to indicate the extent to which you agree or disagree with each statement. The item scales are five-point Likert type scales with 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree, 6 = not applicable

Supplier partnership:		Strongl	Disagree	Neutral	Agree	Strongl
1.	We consider quality as our number one criterion in selecting suppliers.	1	2	3	4	5
2.	We regularly solve problems jointly with our suppliers.	1	2	3	4	5
3.	We have been helping our suppliers to improve their product quality.	1	2	3	4	5
4.	We have continuous improvement programs that include our key suppliers.	1	2	3	4	5
5.	We include our key suppliers in our planning and goal-setting activities.	1	2	3	4	5
6.	We actively involve our key suppliers in new product development processes	1	2	3	4	5
Customer relationship:		Strongl	Disagree	Neutral	Agree	Strongl
7	We frequently interact with customers to set reliability, responsiveness, and other standards for us.	1	2	3	4	5
8	We frequently measure and evaluate customer satisfaction.	1	2	3	4	5
9	We frequently determine future customer expectations.	1	2	3	4	5
10	We facilitate customers' ability to seek assistance from us.	1	2	3	4	5
11	We periodically evaluate the importance of our relationship with our customers	1	2	3	4	5
information sharing:		Strongl	Disagree	Neutral	Agree	Strongl
12	Creating SCM teams to include different companies .	1	2	3	4	5
13	Use of informal information sharing .	1	2	3	4	5
14	Determining customer's future needs .	1	2	3	4	5
15	Segmenting customers based on service needs .	1	2	3	4	5

Integration		Strongl	Disagree	Neutral	Agree	Strongl
16.	Searching for new way to integrate supply chain activites	1	2	3	4	5
.17	Improving the integration activites across yours supply chain	1	2	3	4	5
18.	Establishing more frequent contact with supply chain members	1	2	3	4	5
Communication and speed						
19.	Communicating customers future strategic needs	1	2	3	4	5
20	Identifying additional supply chain need	1	2	3	4	5
21	Reducing response time across the supply chain.	1	2	3	4	5
22	Communicating your firm 's future strategic needs.	1	2	3	4	5

Section two: operational performance

With regard to operational performance of your firm, please circle the appropriate number to indicate the extent to which you agree or disagree with each statement.

The item scales are five-point Likert type scales with 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree, 6 = not applicable.

Price/cost:		Strongl	Disagree	Neutral	Agree	Strongl
23	We are able to offer prices as low or lower than our competitors.	1	2	3	4	5
24	Our capacity utilization is very good.	1	2	3	4	5
25	Our Inventory turnover is high.	1	2	3	4	5
26	We run operation with less Production cost.	1	2	3	4	5
27	We offer competitive prices	1	2	3	4	5
Quality: an organization is capable of offering product quality and Performance that creates higher value for customers.		Strongl	Disagree	Neutral	Agree	Strongl
28	We are able compete based on quality.	1	2	3	4	5
29	We offer products that are highly reliable.	1	2	3	4	5
30	We offer products that are very durable.	1	2	3	4	5
31	We offer high quality products to our customer.	1	2	3	4	5
Delivery dependability: an organization is capable of providing on time the type and volume of product required by customer(s).		Strongl	Disagree	Neutral	Agree	Strongl
32	We deliver the kind of products needed.	1	2	3	4	5
33	We deliver customer order on time.	1	2	3	4	5
34	We provide dependable delivery.	1	2	3	4	5
35	Time to solve customer complaints is short.	1	2	3	4	5
36	Customer order processing time is short.	1	2	3	4	5

Time to market: an organization is capable of introducing new products faster than major competitors.		Strongl	Disagree	Neutral	Agree	Strongl
37	We deliver product to market quickly.	1	2	3	4	5
38	We have time-to-market lower than industry average	1	2	3	4	5
39	We are first in the market in introducing new products.	1	2	3	4	5
40	We have fast product development.	1	2	3	4	5

Section three: market orientation

The practice of market orientation is competitor orientation and customer orientation .

Competitor orientation		Significan	Decrease	Same	Increase	Significantl y
41	Regulatory collect information concerning competitors action.	1	2	3	4	5
42	Frequently evaluation the strength of key competitors .	1	2	3	4	5
43	Attempt to identify competitor's strategies.	1	2	3	4	5
44	Objective driven by customers satisfaction.	1	2	3	4	5
45	Frequently track market performance of key competitors.	1	2	3	4	5
Customer orientation						
46	Communicate information about customer experience across all business function .	1	2	3	4	5
47	Gaining competitive advantage is based on understanding of customer needs .	1	2	3	4	5
48	Measure customer satisfaction regularly	1	2	3	4	5
49	Frequently survey end customer to assess the quality of service .	1	2	3	4	5

If any comment you well come:

Thank you again very much!!!!

