



The Scottish Government

SCOTLAND'S GLOBAL CONNECTIONS SURVEY 2007

Guidance on completing the questionnaire

Please complete as much of the questionnaire as possible before returning it in the pre-paid envelope provided. Alternatively this survey can be completed on-line, using the reference number above.

On-line forms can be accessed at www.scotland.gov.uk/stats/exportsurvey

For further assistance, please phone the helpline on [0131 244 2838](tel:01312442838)

Section 1: Company details

1 Please amend address details in boxes provided if required

Contact name
Company name
Postal Address

Tel No.
Email
Website:

2 Which country are your headquarters based in?

- ◆ Refer to notes and attached country list for additional guidance

Scotland

Other - please specify:

3 Please describe in words the main business activity of your Scottish branch(es)/operation(s)

4 How many people are currently employed at the Scottish branch(es)/operation(s) of your company?

- ◆ Count all those persons who are on the payroll at the end of 2007.
(including part time staff)

5 Do you provide goods and/or services to the UK off shore oil industry?

- ◆ Tick the box if yes, and please ensure Q8 is answered against Rest of UK.
- ◆ Refer to notes for additional guidance

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Section 2: Sales and exports

6 Please give the total sales of goods and services made by the Scottish branches of your company in 2007, to the nearest £1,000

◆ Please refer to notes on particular service sectors

Goods £ ,000 + Services £ ,000 = Total £ ,000

7 Please indicate which period the above financial information relates to, if it is not the calendar year ending 31 December 2007

From: Day Month Year To: Day Month Year

8 What percentage of your sales in 2007 (as reported in Q7) were to customers in the following destinations?

◆ Refer to notes and attached country list for additional guidance

Goods*

Scotland % + Rest of UK % + Rest of EU % + Rest of World % = 100%

Services*

Scotland % + Rest of UK % + Rest of EU % + Rest of World % = 100%

*If you cannot provide a breakdown of goods and services, please provide a total sales breakdown

Total

Scotland % + Rest of UK % + Rest of EU % + Rest of World % = 100%

If you had no sales to customers outside the UK  Go to **11**

9 Please list the countries where most of your non-UK customers are based, and the amount or percentage of your total sales that was accounted for by those customers (exports).

- ◆ Values should exclude VAT and any overseas freight costs and insurance ("free on board basis")
- ◆ If the information cannot be broken down into specific countries please provide the region totals
- ◆ Refer to notes and attached country list for additional guidance

Country	Amount (to nearest £1,000)	Percentage of Total Sales
1.	£ <input type="text"/> ,000	<input type="text"/> %
2.	£ <input type="text"/> ,000	<input type="text"/> %
3.	£ <input type="text"/> ,000	<input type="text"/> %
4.	£ <input type="text"/> ,000	<input type="text"/> %
5.	£ <input type="text"/> ,000	<input type="text"/> %
6.	£ <input type="text"/> ,000	<input type="text"/> %
7.	£ <input type="text"/> ,000	<input type="text"/> %
8.	£ <input type="text"/> ,000	<input type="text"/> %
9.	£ <input type="text"/> ,000	<input type="text"/> %
10.	£ <input type="text"/> ,000	<input type="text"/> %
11.	£ <input type="text"/> ,000	<input type="text"/> %
12.	£ <input type="text"/> ,000	<input type="text"/> %
13.	£ <input type="text"/> ,000	<input type="text"/> %
14.	£ <input type="text"/> ,000	<input type="text"/> %
15.	£ <input type="text"/> ,000	<input type="text"/> %
16.	£ <input type="text"/> ,000	<input type="text"/> %
17.	£ <input type="text"/> ,000	<input type="text"/> %
18.	£ <input type="text"/> ,000	<input type="text"/> %
19.	£ <input type="text"/> ,000	<input type="text"/> %
20.	£ <input type="text"/> ,000	<input type="text"/> %
Total for any remaining countries	£ <input type="text"/> ,000	<input type="text"/> %

Section 3: Future export destinations

10 Please list any countries or regions that you see as future export markets

- ◆ Include **only** countries where you do not currently have any customers based
- ◆ Refer to the attached country list for additional guidance

Country

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Section 4: Barriers to exporting

11 What barriers to future export development exist for the Scottish branch(es)/operation(s) of your company?

- ◆ Please tick all that apply

- | | |
|---|--|
| <input type="checkbox"/> Products/services unsuitable for exports | <input type="checkbox"/> Lack of resources/managerial time |
| <input type="checkbox"/> Lack of market information | <input type="checkbox"/> High import tariffs in target markets |
| <input type="checkbox"/> Language/ cultural differences | <input type="checkbox"/> Currency/ exchange rates |
| <input type="checkbox"/> Export documentation | <input type="checkbox"/> Legislation and standards |
| <input type="checkbox"/> Payment issues | <input type="checkbox"/> Setting competitive prices |
| <input type="checkbox"/> Lack of bank support | <input type="checkbox"/> No spare production capacity |
| <input type="checkbox"/> Lack of trained staff | <input type="checkbox"/> After sales service |
| Other (please specify): | <input type="checkbox"/> Transport costs |

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12 Which form(s) of assistance would encourage the Scottish branch(es)/ operation(s) of your company to improve export performance?

- ◆ Please tick all that apply

- | | |
|--|--|
| <input type="checkbox"/> Not applicable | <input type="checkbox"/> Translation assistance |
| <input type="checkbox"/> Market research information | <input type="checkbox"/> Export documentation |
| <input type="checkbox"/> Export training | <input type="checkbox"/> Finding joint venture partners |
| <input type="checkbox"/> Exhibiting at trade fairs | <input type="checkbox"/> Developing an international trade strategy |
| <input type="checkbox"/> International marketing | <input type="checkbox"/> Overseas trade missions |
| <input type="checkbox"/> Introductions to potential overseas customers | <input type="checkbox"/> Entering new markets |
| <input type="checkbox"/> Language training | <input type="checkbox"/> Finding export agents and/or distributors |
| <input type="checkbox"/> Information on World Aid funded business | <input type="checkbox"/> E-commerce training for international trade |

Other (please specify):

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Section 5: Total Purchases (excluding Capital)

13 Please give the total cost of goods and services (including all utility bills) purchased by the Scottish branches of your company in 2007 to the nearest £1,000. Please exclude capital purchases (e.g. buildings, plant, machinery) but include any VAT that may apply.

- ◆ Refer to notes for additional guidance for definition of capital purchases

Goods £ ,000 + Services £ ,000 = Total £ ,000

14 Of these total purchases in 2007 what percentage was accounted for by purchases from the following regions?

- ◆ Refer to notes for additional guidance on origin of goods and services

	Goods <small>(Manufactured in)</small>	Services <small>(Sourced from)</small>	Total
Scotland	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
Rest of UK	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
Rest of EU & World	<input type="text"/> %	<input type="text"/> %	<input type="text"/> %
Total purchases	100%	100%	100%

Section 6: Overseas relationships

15 Please list the countries, if any, that your company has existing or planned relationships with, and state the *number* of each.

- ◆ Answer only if your business headquarters are based in Scotland
- ◆ If the information cannot be broken down into specific countries please provide the region totals
- ◆ Refer to notes and attached country list for additional guidance

Country	Subsidiary	Sales Office/ Agency	Joint Venture	Other
Current				
1.				
2.				
3.				
4.				
5.				
6.				
7.				
Planned				
1.				
2.				
3.				
4.				
5.				
6.				
7.				

Section 7: Your comments

16 We would welcome any comments you have regarding this questionnaire. Please use the space provided below.