

APPENDIX C

Dried Seafood Survey for Abalone, Bêche-de-Mer, Shark Fins, and Other Dried Fishes and their Products

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Person Interviewed: \_\_\_\_\_

Products and Supply Issues

a. What products are sold and what proportion of the business is associated with each product? (Then identify the primary product ('the product') and focus the remainder of the interview on it)

\_\_\_\_\_%  
\_\_\_\_\_%  
\_\_\_\_\_%  
\_\_\_\_\_%

List other non-survey products: \_\_\_\_\_

b. What are the most popular kinds of dishes made with the product?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

c. What species (or trader names for species) can be used for the product and which are best? (including size/sex preferences)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

d. Do they consider themselves a wholesaler, processor, retailer or other (do they import and/or export)? (include a sentence describing how their business operates)

\_\_wholesaler \_\_processor \_\_retailer \_\_other \_\_imports  
\_\_exports

e. Which three countries are the main sources for the product in terms of quantity?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

f. Which countries produce low/high quality (value) product?

High Quality Low Quality  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

g. Have these countries always been important suppliers (any recent entrants to the trade or countries which have dropped out?)

**h. What is the complete supply chain for the product (including transshipment points or stockpiling centers)?**

i. By which transport mode are the goods imported to Hong Kong?

\_\_\_% by sea                      \_\_\_% by air                      \_\_\_% by land

**j. Has supply been improving/declining in quantity or quality over the last few years? (Cite examples)**

Quantity: increasing / decreasing

Quality: improving / declining

k. Is there ever a shortfall or surplus in supply? If so, how does your business handle this (eg stockpiling, searching for new sources)?

Shortfall?

Surplus?

**l. Would official customs statistics provide a reasonably accurate estimate of the total volume of trade?**

Yes / No                      Why or Why not?

m. For importers only: Are you financially involved in the sourcing of the product under a standing agreement or partnership (eg paying for boats/petrol) or do you just buy off the dock (eg with cash?) or through a dealer (with an invoice?)

Buy from dealer/fishermen w/ cash:

Buy from dealer/fishermen w/ credit:

Dealer/fishermen on payroll:

Other:

n. How is the product captured (obtained) and how is it processed?

Captured:

Processed:

o. Is there any processing done in the source country?

Yes / What processing?

No / Where is processing done?

p. Have there been any improvements in fishing or processing technology that have benefited their business?

Yes / No      If yes, what?

- q. To what extent does the quality of the processing affect the overall quality? (give price difference, if possible)
- r. **What is the general range of prices for the product? Is this product more or less profitable than the other dried seafood items carried? (give both wholesale and retail prices if available)**

Price Range:

Compared to Other Products:

- s. **Are prices rising or falling? What determines this?**

Rising / Falling

Why?:

- t. Are sales increasing or decreasing?

Increasing / Decreasing

- u. Which products are becoming more (or less) popular?

More Popular: \_\_\_\_\_ Less Popular: \_\_\_\_\_

#### *Sales and Business Issues*

- a. **In their opinion, what specific factors determine sales and in what order of importance?**

- b. What are customers most interested in when deciding whether to buy?

Quality / Price / Business Relationship / Other

- c. **Are consumers mainly in Hong Kong, China or elsewhere (%)?**

Hong Kong %: \_\_\_\_\_ Mainland %: \_\_\_\_\_ Elsewhere (list): \_\_\_\_\_

- d. Is it better to deal in a range of products or specialize in one or two?

Specialize / Diversify      Why?:

- e. **How do they choose which types of products to carry in their shops (why only fish maws and abalone)?**

- f. **Is their business part of a larger group of companies?**

Yes / No

If yes, Name of Group:

- g. (if 'Yes' what is the relationship and are there are other seafood businesses within the business group)?**
- h. Who are the biggest dealers of their products and who are their key competitors?**

Largest Dealers:

Key Competitors:

- i. Do they consider that Singapore may have a business advantage for certain products?

Yes / No      Why?:

- j. Are they worried that with new ports and routes to China that the trade will bypass Hong Kong?

Yes / No      Why?:

- k. Will China's joining the World Trade Organization (WTO) help/hurt their business?

Help / Hurt      Why?:

- l. How much of the global trade in this product currently passes through Hong Kong?**

\_\_\_ to \_\_\_%

- m. Approximately what percentage of the product shipped through Hong Kong is handled by their business (and those of big competitors)?**

Their business: \_\_\_%      Key competitors: \_\_\_%

- n. Is their business success most limited by:**

lack of capital: \_\_\_\_\_

scarcity of supply: \_\_\_\_\_

poor quality of supply: \_\_\_\_\_

lack of demand: \_\_\_\_\_

other (regulations, eg custom duties): \_\_\_\_\_

- o. Is government (in Hong Kong or overseas) involved in regulating the trade in any way?

Hong Kong: Yes / No

Overseas: Yes / No

- p. Are there currently any regulatory problems for their trade or do they anticipate any in the future?**

Currently: Yes / No

Future: Yes / No

- q. If regulations started affecting one of their products, what action would they take?**

Do nothing: \_\_\_\_\_

Switch to a different supplier or supply route to work around regulation: \_\_\_\_\_

Focus on another product that is not regulated: \_\_\_\_\_  
Try to change the regulation through lobbying or complaints: \_\_\_\_\_  
Other (specify, if possible) \_\_\_\_\_

*Socio-Economic Issues*

a. When and how did they get started in the business (eg is it a family business)?

When:

How:

b. Are they satisfied with the success of the business so far?

Satisfied / Not satisfied

c. What are their biggest business problems/worries at present?

d. Do they expect that their children will continue with the business?

Yes / No

**e. Do they belong to any trade organizations and how often do they have contact?**

Organization: \_\_\_\_\_ Contact Frequency: \_\_\_\_\_

Organization: \_\_\_\_\_ Contact Frequency: \_\_\_\_\_

**f. What value do trade organizations provide to their business?**

Day-to-Day Information / News or Intelligence / Social / Other / None

g. How/how often do they maintain contact with competitors? With suppliers?

Competitors: \_\_\_\_\_ Suppliers: \_\_\_\_\_

**h. To what extent do they get intelligence from contacts overseas (examples)?**

i. Do they ever use the internet/e-commerce to do business or get information?

Yes / No

**j. What factors do they think will determine their success in the business in the future?**