



# Business Development Services Provider Questionnaire

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# Business Development Services Provider Questionnaire

## *Purpose*

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This questionnaire is meant to provide information necessary to respond to the hypotheses outlined in the project plan. The answers to these questions will also provide the author with other information that will aid him in gaining a better understanding of how business development services providers function in Senegal. Some of these questions were adapted from the following source:

Butts, David et al. *MicroCAMEL: How to Make Microcredit Organizations Financially Independent*. The Global Development Research Center. 01 August 2005. <http://www.gdrc.org/icm/micro-camel.html>

## *Demographic Information*

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Comparison Measures	Response
Number of years in service	
Number of clients	
Number of SME clients	
Number of sales representatives	
Number of sales representatives for SMEs	

What types of services do you provide?

Do you have a specific type of companies to whom you target your service?

From what type of clients do you receive the most amount of business?

## *SME Relationship Information*

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How often do you receive request from SMEs for your service?

How do you market your services - especially to SMEs?

Do you think SMEs are aware of your services?

What do you think are SMEs perception of your services?

Why do you think that some SMEs do not seek out beneficial services?

How much of a market reach do you have in Senegal?

Do you see SMEs as valuable future prospects?

If so, how are you trying to attract them?