# Section A: Preamble & Introduction

**Project: Singapore Business Payments Usage and Attitudes Study (171432378)**

**Target segment: MSME Companies**

**Target Industry: Healthcare, Logistics, Construction**

**Target respondent:** **Mid to Senior management person responsible for finance related decision of the company who and are involved in business payments (Owner, CXO, Director, Finance Head, GM Finance etc.)**

|  |  |
| --- | --- |
| Respondent’s Name |  |
| Name of Establishment |  |
| Complete Address |  |
|  |
| City |  | Pin Code |  |  |  |  |  |  |
| Landline Number |  |  |  |  |  |  |  |  |  |  |  |  | Date of Interview |
| Mobile Number | +9 | 1 |  |  |  |  |  |  |  |  |  |  | D | D | M | M | ‘2 | 1 |
| Email Id |  | @ |  |

# Section B: Introduction, Recruitment & Classification

## **Section B.1: Introduction**

*“Good \_\_\_\_\_\_\_\_\_\_! I am \_\_\_\_\_\_\_\_\_\_\_ from B2B & Industrial Division of Kantar, we are currently undertaking a market research study among the MSME companies across select industry verticals to understand on their business payments – modes of payments used, challenges faced, adoption of digital payments etc.. Would you like to participate in the study? This discussion would require around 40-45 minutes of your valuable time.”*

*Before starting this interview, I wish to confirm that this interview complies with the International codes of ethics for market research. Please be assured that all information given by you will be kept strictly confidential and not revealed to anyone. The response collected will be aggregated together with the responses of others before compilation and analysis. Under no circumstance will this information be used for sales for any commercial purpose.*

Do you have any queries before I start the interview? For further clarification, you may also contact my senior at Kantar any point during this interview.

|  |  |
| --- | --- |
| **Details** | **Response** |
| Name |  |
| Organization/Enterprise/Firm Name |  |
| Year of Incorporation |  |
| Geographical Presence |  |

NOTE: MINIMUM CUTOFF FOR YEAR OF INCORPORATION IS JAN’20; COMPANIES INCORPORATED AFTER JAN’20 WILL NOT BE ACCEPTED

## **Section B.1: Recruitment & Selection**

1. Can you please tell me under which industry does your enterprise/company belongs to? [INTERVIWER TO CODE]

|  |  |
| --- | --- |
| **Industry** | **Code** |
| Healthcare | 1 |
| Logistics | 2 |
| Construction  | 3 |

1. Is your enterprise registered or licensed under any government act? SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Yes  | 1 | Continue |
| No  | 2 | Terminate |

1. [Ask to the respondents who have coded 1,2 or 3 option in Q1 – Show only relevant options] What is the main activity of your company/enterprises?

|  |  |  |  |
| --- | --- | --- | --- |
| **Business Activity**  | **CODE** | **Business Activity** | **CODE** |
| **Healthcare** |
| General Practitioners | 1 | Pharma Companies  | 4 |
| Dentists | 2 | Medical Equipment’s supplier | 5 |
| Clinical Labs | 3 | Small Hospitals | 6 |
| Others Please Specify ….. | 7 |
| **Logistics** |
| Storage/warehouse companies | 8 | End-to End logistics service providers (3PL, 4PL) | 9 |
| Transportation companies | 10 | Others, Please Specify …… | 11 |
| **Construction** |
| Contractors | 12 | Interior design Company | 13 |
| Architecture | 14 | Engineering | 15 |
| Equipment suppliers | 16 | Material suppliers | 17 |
| Others Please Specify ….. | 18 |

1. Can you please tell me the number of employees? SINGLE CODE

|  |  |  |
| --- | --- | --- |
| **Number of employees** | **CODE** | **Classify** |
| 1 | 1 | Micro & SOHO |
| 2-5 | 2 |
| 6-10 | 3 |
| 11-20 | 4 | Small |
| 21-50 | 5 |
| 51-100 | 6 |
| 101-200 | 7 | Medium |
| 201-250 | 8 |
| More than 250 | 9 | Terminate |

1. Can you please tell me the annual turnover of your company? SINGLE CODE

|  |  |  |
| --- | --- | --- |
| **Number of employees** | **CODE** | **Classify** |
| Upto SGD 10 Million | 1 | Micro & SOHO |
| SGD 10 to SGD 30 Million | 2 | Small |
| SGD30 Million to SGD100 Million | 3 | Medium |
| Up to SGD300 Million | 4 |
| More than SGD300 Million | 5 | Terminate |

**NOTE:** If the respondent coded 8 in Q4 and 4 in Q5 then it will not be considered as Medium enterprise thus TERMINATED

1. What is the Legal status of the Company?

|  |  |
| --- | --- |
| **Legal status** | **CODE** |
| Private. Ltd. | 1 |
| Proprietorship | 2 |
| Partnership | 3 |
| LLP | 4 |
| Public Limited | 5 |

**Note to Moderator:** For SOHO / Micro Business Segment, legal Status of the company should only be Proprietorship/ Partnership/LLP

1. Can you please tell me which of the following statements best describes you? SINGLE CODE

|  |  |  |
| --- | --- | --- |
| **Role in the Organization** | **Code** | **Action** |
| I am the key decision maker of business payments for my company  | 1 | CONTINUE |
| I participate / influence / execute business payments related decisions for my company | 2 |
| I don’t have a role to play in role matters relates to business payments for my company | 3 | TERMINATE & ask for a person who satisfies any of the above 2 mentioned options |

**If terminated, ask for a person who satisfies any of the above-mentioned options in Q6**

1. Could you please tell me what is your overall experience with business payments – whether at this company or any other? SINGLE CODE

|  |  |  |
| --- | --- | --- |
| **Overall Experience**  | **Code** | **Action** |
| Upto 2 Years | 1 | Continue |
| 2 – 5 Years | 2 | Continue |
| 6 – 10 Years | 3 | Continue |
| 11 – 15 Years | 4 | Continue |
| 15 – 20 Years | 5 | Continue |
| 20+ Years | 6 | Continue |

1. Do you use any commercial/business credit cards from the bank for the business purpose?

|  |  |  |
| --- | --- | --- |
| **Commercial Cards Ownership**  | **Code** | **Classify** |
| Yes, we have commercial cards/Business Credit Cards | 1 | User of Commercial/Business Credit Cards |
| No, I do not have commercial/Business Credit Cards | 2 | Non - Users of Commercial/Business Credit Cards |

**Thankyou**

**Date:**

**Time:**