

APPENDIX

PLEASE ANSWER ALL QUESTIONS.

PART ONE

Please CIRCLE appropriate number that indicates your degree of agreement or disagreement to each of the following statements.

Each number has the following meaning :

- 1 = SD : Strongly Disagree
- 2 = D : Disagree
- 3 = N : Neither Agree nor Disagree
- 4 = A : Agree
- 5 = SA : Strongly Agree

	SD	D	N	A	SA
a) China's consumer market offers enormous business potential.	1	2	3	4	5
b) The Chinese government is increasingly moving towards a free enterprise system.	1	2	3	4	5
c) China is currently enacting statutes codifying business and legal practices to attract foreign investors.	1	2	3	4	5
d) China of today is civil country with greater freedom of expression and movement.	1	2	3	4	5
e) China's 1.2 billion citizens not only hunger for trappings of modern life but possess the money to buy them.	1	2	3	4	5
f) Southern China with over 300 million is a priority market to concentrate on.	1	2	3	4	5

	SD	D	N	A	SA
g) There are delays by Chinese authorities in granting approval for production projects.	1	2	3	4	5
h) China's economic success/high growth rates of the past eight years are important criteria for major business investment decisions.	1	2	3	4	5
I) Young Chinese urbanites are eager to try new products and concepts.	1	2	3	4	5
j) Private, cooperative and foreign invested companies now account for more than half of China's gross industrial output.	1	2	3	4	5
k) Since China ended its closed door policy its volume of export trade has increased rapidly.	1	2	3	4	5
l) Private companies and environmental groups are mushrooming throughout the country.	1	2	3	4	5
m) It is predicted that China will emerge as the world's largest consumer market of electronic products.	1	2	3	4	5
n) There are more than 30 cities in China with population exceeding 1 million.	1	2	3	4	5

	SD	D	N	A	SA
o) China has moved towards increasing trade and political links with the rest of the world.	1	2	3	4	5
p) In line with increasing household incomes, Chinese consumer spending is accelerating.	1	2	3	4	5
q) Chinese consumers are becoming more quality and status conscious.	1	2	3	4	5
r) It is in urban China that one finds real consumer spending power and hence tremendous market potential.	1	2	3	4	5
s) As basic living costs are heavily subsidized and income tax low, the proportion of disposable income in China is high.	1	2	3	4	5
t) Investment procedure for foreign companies in China is simple and standard.	1	2	3	4	5
u) Much needs to be done to improve the infrastructural facilities in China.	1	2	3	4	5
v) Technology is greatly lacking in China.	1	2	3	4	5

PART TWO

Kindly rank (in the space provided) the risks faced, in order of importance when investing in China.

Note : **1** being the most risky.
10 being the least risky.

- a) Distribution bottlenecks.
- b) A still developing and changing legal framework.
- c) Political uncertainty
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- d) Largely undeveloped technological standards.
- e) Language barrier.
- f) Financing constraints.
- g) Lack of qualified managerial staff.
- h) Lack of market intelligence.
- I) No proper or uniform infrastructural development
- j) Existing laws which are either conflicting or ambiguous.

PART THREE

Please provide the following information about your company to help in our analysis.
Please do not indicate your company name. All information requested will be compiled into
summary tables only.

Please tick (X) next to the statement which accurately describes your company profile.

A.Type of business involvement by industry:

- Manufacturing
- Public Utilities
- Infrastructure
- Real Estate
- Restaurants,retail trade and commerce
- Agriculture
- Entertainment/Gaming
- Telecommunications
- Automotive
- Electronics
- Petrochemicals
- Others

B. Type of business involvement in China:

- Export/Import Trade
- Joint Venture
- Franchising
- Licensing
- Foreign Direct Investment
- Agency

C. Extent of business involvement in China:

- Less than RM 500,000
- RM 500,000 - RM 999,999
- RM 1,000,000 - RM 4,999,999
- RM 5,000,000 - RM 9,999,999
- more than RM 10,000,000

D. Form of business ownership:

- Sole proprietorship
- Partnership
- Public Limited Company
- Private Limited Company
- Public Company (owned by government)

E. Tenure of business involvement:

- Less than 1 year
- 1 to 3 years
- 3 to 5 years
- More than 5 years

End of questionnaire. Thank you for your valuable time and contribution to this research.