

Questionnaire On E-commerce Services For The International Timber Trade

E-commerce services like FORDAQ and Alibaba.com have already a huge impact on the international timber trade. Actually offer these services automated and digitalized trading processes on the internet. Additionally these e-commerce platforms are revolutionising the well known traditional trading behaviours.

With its information services e-commerce platforms make it easier to connect companies world-wide with each other.

I hope that you will find completing the survey enjoyable. If you have any questions or would like further information, please do not hesitate to telephone me on mobile +31-(0)6-12545679, German landline +49-(0)7072-8005098 or email me at stefan.julius@wur.nl or stefan.julius@student-hfr.de.

Thank you for your help.

Stefan Julius

***Required**

Questionnaire Information

1. This questionnaire is powered by Google Forms
2. To finish this questionnaire please answer all questions.
3. To prevent automation the answers are shuffled.
4. This questionnaire is ANONYMOUS.
5. There is no need for you to log into Google to answer this questionnaire.
6. After submitting you still have the possibilities to make changes.
7. The total results will be shown after submitting the form.

1. Where is your company located? *

Please write the location of your company down. (i.e. Germany)

2. From where does your company buy/purchase the timber? *

(More than 1 answer is possible)

- ☐ Australia
- ☐ America
- ☐ No global markets (domestic)

- ☐ Asia
- ☐ Africa
- ☐ Europe
- ☐ Other:

3. Our company's business is ... *

Please finish the sentence. (Only 1 answer is possible)

- ☐ Selling & buying
- ☐ Acting as an agent
- ☐ Selling (supplying)
- ☐ Buying (purchasing)
- ☐ Other:

4. How many employees does your company have? *

(Only 1 answer is possible)

- ☐ 1 - 9
- ☐ 10 - 19
- ☐ 20 - 29
- ☐ 30 - 39
- ☐ 40 - 49
- ☐ 50 - 99
- ☐ 100 - 199
- ☐ 200 - 299
- ☐ 300 - 399
- ☐ > 400

5. Which purchasing/supplying channels does your company use to buy/to sell timber products? *

(More than 1 answer is possible)

- ☐ Sales offices (foreign producers)
- ☐ Importer/Trader
- ☐ Agencies
- ☐ E-commerce services
- ☐ Producers direct
- ☐ Other:

6. Which purchasing channels will your company use in the future? *

Please choose per each row between Declining, Constant, Increasing, Don't know or Increasingly

important.

	Declining	Constant	Don't know	Increasing	Increasingly important
Agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importer/Trader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales offices (foreign producers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Producers direct	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-commerce services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Which e-commerce services do you know? *

(More than 1 answer is possible)

- ☐ IndiaMart.com
- ☐ None
- ☐ Alibaba.com
- ☐ Fordaq.com
- ☐ TradeIndia.com
- ☐ GlobalWood.org
- ☐ Other:

8. On which e-commerce services does your company have a paid membership? *

(More than 1 answer is possible)

- ☐ Fordaq.com
- ☐ IndiaMart.com
- ☐ None
- ☐ Alibaba.com
- ☐ TradeIndia.com
- ☐ GlobalWood.org
- ☐ Other:

9. Since when is your company active on e-commerce services? *

Please fill in the starting year.

10. How many percentages of your company's trades are already done via e-commerce services? *

(Only 1 is answer possible)

- ☐ 1 - 9 %
- ☐ 10 - 19 %
- ☐ 20 - 29 %
- ☐ 30 - 39 %
- ☐ 40 - 49 %
- ☐ 50 - 59 %
- ☐ 60 - 69 %
- ☐ 70 - 79 %
- ☐ 80 - 89 %
- ☐ 90 - 100 %
- ☐ No sales at all.
- ☐ I cannot say exactly.

11. How important were the following points for your company, to pay for an e-commerce service membership? *

Please choose per each row between Very important, Important, No opinion, Less important or Of no importance.

	Very important	Important	No opinion	Less important	Of no importance
Risk minimization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about the products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Steady material flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advisory skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New business contacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Does your company have employees who are exclusively trading on e-commerce platforms? *

(Only 1 answer is possible.)

- ☐ Yes, we have an e-commerce team.
- ☐ I'm the only person.
- ☐ Maybe in the future
- ☐ No, everybody is partly working on e-commerce
- ☐ Other:

13. Would your company outsource its e-commerce business (i.e. agency)? *

(Only 1 answer is possible.)

- ☐ Yes
- ☐ No
- ☐ I don't know
- ☐ We haven't thought about it.
- ☐ Other:

14. Do you think your company could benefit from outsourcing your e-commerce business? *

(Only 1 answer is possible.)

- ☐ Yes
- ☐ No
- ☐ I don't know
- ☐ Maybe
- ☐ Other:

15. If you would decide to outsource your e-commerce activities, which main benefits for your company would you expect? *

(More than 1 answer is possible)

- ☐ A higher market share.
- ☐ Positive image for the company.
- ☐ More serious business contacts
- ☐ Better Notification of the company.
- ☐ Time for other business
- ☐ Preservation of the market share.
- ☐ Reach of new profitable market segments.
- ☐ Other:

16. When a company (i.e. agency) which is specialized in trading timber products via e-commerce services trades your products it could... *

Please finish the sentence with your choice. Please choose per each row between Totally agree, Agree, Disagree, No opinion or Totally disagree

	Totally agree	Agree	No opinion	Disagree	Totally disagree
Gain market appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open up new markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Destroy company's business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase profits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find new raw material sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help saving money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open new e-commerce channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create new business contacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Harm company's image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close material gaps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Back up the company's work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What kind of services would your company expect by outsourcing your e-commerce appearance to another company (i.e. agency)? *

Please choose per each row between, Very much appreciated, Very appreciated, Appreciated, Couldn't imagine, Not appreciated or Absolutely not appreciated

	Very much appreciated	Very appreciated	Appreciated	No opinion	Couldn't imagine	Not appreciated	Absolutely not appreciated
Consulting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Money related	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prospects information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Control of the products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Risk minimization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-commerce							

counseling

☐☐☐☐☐☐☐

Logistic services

☐☐☐☐☐☐☐

18. Do you think that e-commerce will dominate the international timber trade markets in the next ten years? *

(Only 1 answer is possible)

☐ Yes

☐ No

19. What timber related options on e-commerce services are you missing? *

(i.e. quality grading, dimensional check, ...)

20. Which useful option(s) on e-commerce services would you really miss if it (they) would be deactivated? *

(i.e. information, none, security check, ...)

21. E-commerce services are very useful, because of ...? *

Please finish the sentence. (i.e. making new contacts, our company's appearance, ...)

22. E-commerce services are not very useful, because of ...? *

Please finish the sentence. (i.e. it too much spam, too many not serious contacts, it is too noisy, ...)

**23. Your opinion regarding to this questionnaire**

Please give me feedback to this questionnaire. (Not required)



Thank you very much for your co-operation!

When you have questions or you have ideas about this questionnaire and the research itself, please don't hesitate to send an email to stefan.julius@student-hfr.de.

For the results of this questionnaire please fill in your email address in the subject QUEST.

For the results of the research please fill in your email address in the subject RES.

For the results of the questionnaire and the results of the research please your email address in the subject QUEST + RES.

For detailed information about outsourcing your e-commerce business please fill in your email address in the subject OUTSOURCING.

Kind regards,

Stefan Julius

Subject QUEST

For the results of this questionnaire please fill in your email address. (Answer is not required)

Subject RES

For the results of the research please fill in your email address in the subject RES. (Answer is not required)

Subject QUEST + RES

For the results of the questionnaire and research please fill in your email address in the subject RES.
(Answer is not required)

Subject OUTSOURCING

For detailed information about outsourcing your e-commerce business please fill in your email address.(Answer is not required)

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