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This Market Research Study  
was specially commissioned by  
AgEnt's "Marketing/Agro-Processing Unit"  
To assist clients to better understand the  
Marketing Dynamics of the Product sectors  
below; and is representative of similar  
pro-active market research studies which  
AgEnt has in-hand or plans to implement  
in the future

A Survey of the Market for  
Fruits & Vegetables in  
The Hotel & Restaurant Industry

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## 1. **BACKGROUND**

AgEnt is an advice and assistance service to private sector agro-enterprises in Sri Lanka, funded by USAID, to stimulate the successful development of agro products, enterprises and export markets. They offer a complete advice and assistance package embracing all functions such as production, processing, distribution, marketing, finance, training and joint venture development. As a component of their efforts to developing agro marketing skills they wish to find out opportunities available in the Hotel and Restaurant sector for locally produced fruits and vegetables sector. AgEnt wanted to conduct a survey of the Hotels and Restaurants to assess the dimensions of demand for fruits and vegetables in those sectors.. For this purpose Survey Research Lanka (Pvt.) Ltd. (SRL) was requested to conduct an appropriate survey.

While this survey was continuing, AgEnt urgently required to obtain an overview of the demand for herbs in the Five Star Hotel Sector. SRL was requested to carry out a rapid reconnaissance of this sector and the findings are given in Chapter 6.0 of this report.

## **2. OBJECTIVES**

The primary objectives of the study were:

1. To determine the dimensions of demand for fruits and vegetables in the Hotel and Restaurants sector
2. To determine the perceptions and attitudes of managers of Hotels and Restaurants regarding the supply of fresh fruits and vegetables to their establishments.
3. To determine the quantitative and qualitative dimensions of the market for different herbs in the 5 star hotels sector.

## **3. SCOPE**

To achieve the first two objectives, data was sought regarding:

Purchase and Usage patterns of different fruits and vegetables.

Factors Influencing purchase

Perceptions: Opinions and Attitudes

Perceived favourable and unfavourable attitudes of products and sources

To achieve the third objective data was collected regarding,

Purchase and usage habits of Herbs

Perceptions and attitudes of chefs in 5 Star Hotels regarding the availability and quality of herbs

#### **4. METHODOLOGY & SAMPLE DESIGN**

It was agreed that a sample of 16 hotels and 10 high class Restaurants will be selected for the purpose of this survey. Six five star hotels, five hotels north of Colombo and five hotels south of Colombo were included in the sixteen hotels surveyed.

The survey location consisted of the Greater Colombo region ranging from Negombo to Bentota. This included the administrative districts of Colombo, Gampaha and Kalutara.

The technique of judgmental/quota sampling was used to select the members of the sample. A semi-structured questionnaire was developed and administered to the chef or the person knowledgeable and responsible for deciding as to what fruits and vegetables to purchase in each of the sample organisations at a face-to-face interview.

A sample questionnaire is given in appendix one.

**Study on usage of Herbs:** Six five star hotels located within the city of Colombo were selected as the sample for this survey. The required data was collected through a face to face, depth interview using an interview guide. The persons interviewed were chefs or sous chefs of those hotels.

## 5. FINDINGS OF THE SURVEY

### 5.1 PROFILE OF THE SAMPLE

#### 5.1.1 Type of Business

According to the type of business carried out the composition of the sample were as follows.

Type	No. of Companies	Percentage of Sample
Star class hotel	18	66.7
Restaurant	3	11.1
Restaurant & Take away service	6	22.2

#### 5.1.2 Legal Status

The legal status of the sample members are as follows. All the five star hotels and some of the other hotels are quoted public limited liability companies. Other hotels and most of the restaurants are private limited liability companies. The rest are either sole proprietorships or partnerships.

Legal Status	No. of Companies	Percentage of Sample
Partnership	1	3.7
Private, Limited Liability	12	44.4
Public, Limited Liability N.q.	1	3.7
Public, Limited Liability quoted.	12	44.4
Sole Proprietor	1	3.7
Total	27	100

### 5.1.3 Size: Number of Employees

According to the total number of employees the sample members belong to following categories.

No of Employees	No. of Companies	Percentage of Sample
More than 20 up to 50	5	18.5
More than 50 up to 100	4	14.8
More than 100	18	66.7
Total	27	100

On an average one company has about 260 employees.

### 5.1.4 Size: Monthly Turnover

According to the monthly turnover the sample members belong to following categories.

Monthly Turnover (Rs.)	No. of Companies	Percentage of Sample
Up to 5 lakhs	1	3.7
More than 5 lakhs up to 1 Million	2	7.4
More than 1 mn. up to 2 mn.	3	11.1
More than 2 million	16	59.3
Refused to answer	5	18.5
Total	27	100

## 5.2 PURCHASE AND USAGE PATTERNS OF FRUITS & VEGETABLES

### 5.2.1 What do they purchase?

All the hotels and Restaurants interviewed buy Low-country and Up-country vegetables and Tropical fruits. Common varieties purchased by all sample members are as follows.

**Up-country vegetables:** Carrots, Cabbage, Potatoes and lettuces are the most common

varieties. Mainly the five star hotels and a few other hotels and Restaurants purchase Cauliflower, Salad tomatoes, Beet Root, Beans and Beans Sprouts too. Most hotels except five star hotels and restaurants also purchase other varieties such as Leeks, Radish and Knohl Khol.

**Low-country vegetables:** A wide range of vegetables are purchased by the sample members. Cucumber, Brinjals, Bitter gourd, Spinach and Ash Plantains are purchased by a large number of sample members including five star hotels. Okra/Ladies Fingers, Pumpkins, Snake gourd, Sweet Potatoes, Kankun, Mukunuwenna, Capsicum, Spring Onions are among the range of vegetables purchased by these hotels and restaurants.

**Tropical Fruits:** Pineapples, Papayas, Avocados, Mangoes, Bananas (Ambul, Kolikuttu & (Red)Rathambala) and Passion fruits are in demand through out the year in all the hotels and restaurants. Seasonal fruits such as Wood Apples, Mangooseteens and Rambutan are purchased when available. Mandarins, Watermelons, Lemons and Oranges are also purchased by the sample members.

### 5.2.2 Why do they purchase?

Most up-country vegetables, tropical fruits and a few low country vegetables such as Brinjals, Cucumber, Bitter gourd & Okra are purchased for serving the guests of

hotels and restaurants. Other low country vegetables are purchased for preparation of meals for their staff. Some respondents indicated that they buy four different varieties of vegetables on a daily basis for this purpose. The varieties selected will depend on the comparative price levels of the varieties.

### 5.2.3 How much do they purchase?

The quantities of different types of fruits and vegetables and different varieties purchased by the sample members are as follows.

**Up-country Vegetables:** The details are as follows.

Variety	AVERAGE DAILY CONSUMPTION (kgs.)		
	Five Star Hotels	Other Hotels	Restaurants
Carrots	37	18	12
Cabbage	30	12	8
Cauliflower	5	1	-
Beans	13	15	13
Potatoes	125	44	15
Tomatoes-Salad	54	-	-

Potatoes have the highest demand in comparison to other varieties. Since the list of varieties were too long some respondents may have forgotten to indicate the quantities they purchase from all varieties. Only the top six varieties are given in the above list.

**Low-country Vegetables:** The details are as shown in the following table. tomatoes and Cucumber are the two varieties having the highest average demand. In addition to the six leading varieties mentioned in this list many other varieties as mentioned in para 5.2 are in demand.

Variety	AVERAGE DAILY CONSUMPTION (kgs.)		
	Five Star Hotels	Other Hotels	Restaurants
Brinjals	20	9	4
Bitter Gourd	8	4	2
Cucumber	25	15	5
Ash Plantains	10	3	3
Pumpkins	10	7	1.5
Tomatoes	40	24	3

**Tropical Fruits:** The most popular varieties and the average demand per sample member are as follows.

Variety	AVERAGE DAILY CONSUMPTION (Nos./kgs.)		
	Five Star Hotels	Other Hotels	Restaurants
Pineapples	70	60	10
Papaya	90	29 kgs.	17 kgs.
Plantains (Ambul)	270	165	25
Mangoes	75	60	8
Water Melon	3	8	-
Avocados	20	15	-

In the restaurant sector commonly used fruits are Pineapples and Papayas. Other

fruits are rarely used. In addition to the list given above other varieties such as Wood Apples, Passion fruits and Mandarins are used when those varieties are in season.

#### **5.2.4 Growth Trends**

**Five Star Hotels:** Some find it difficult to predict an increase or decrease but most are optimistic and predict an increase in demand by percentages ranging from 5% to 25% by the end of 1994.

**Other Hotels:** All hotels are enjoying a good season this year and expect the next season to be better if there are no problems due to election; due at the end of the year. All hotels are having high occupancy rates ranging from 70% to 98%. Such high occupancy rates make it difficult to predict high increases due to lack of capacity. However all hoteliers are optimistic about the coming season and planning refurbishing their hotels during the off season.

**Restaurants:** Most restaurant managers find it difficult to predict about the future but a few restaurants who are serving Chinese and Korean Food feel optimistic about the next 12 months. One restaurant manger expects an increase of more than 25% by the end of the year.

### **5.2.5 How often do they purchase?**

All five star hotels and most other hotels and restaurants surveyed purchase their fruits and vegetables requirements on a daily basis. Others purchase every other day, twice a week or once a week. Those who purchase once week indicated that they purchase urgent requirements as and when required.

### **5.2.6 From whom do they purchase?**

**Five Star Hotels:** The major supplier to five out of six five star hotels in Colombo is Mr. William Dahanayake from the Manning Market in Pettah. Mr. Nimal Wimalasena, Mr. Ayoot, Mr. Moulana & Mr. H.M.M. Ismail from the Pettah Market, Mr. S.H. Mohammed of Kollupitiya Market, Terre de Home and Z.M. Haniffa of Nuwara Eliya. One five star hotel has an exclusive supplier, namely Geritz Food Suppliers from the Manning Market in Pettah. Priyanthawela Farm in Bandarawela is another direct supplier to some of the Hotels. Terre de Home is a supplier of exotic herbs and vegetables from Nuwara Eliya and sometimes operate through agent such as Mr. Haniffa and Mr. Ismail. Except for Terre de Home all others are vegetable wholesalers. In the case of one hotel it was mentioned that they purchase Baby Corn from Aitken Spence Agricultural Products (Pvt.) Ltd. and Gherkins from Pickle Packers Ltd. Only in the case of one hotel it was found that they have a Research Scientist who is moonlighting as a vegetable supplier. He has established

himself as a reliable small timer.

**Hotels, North of Colombo:** Individual suppliers from the area supply the different hotels which were surveyed. Purchase from the local market (Negombo) is preferred by only a few hoteliers. Others prefer suppliers not connected to the local market. One specialist supplier who has established himself as a good quality Papaya supplier was identified by one respondent. Priyanthawela farm and Terre de Home also has supplied to some of the hotels.

**Hotels, South of Colombo:** Just like in the case of hotels north of Colombo, there are individual suppliers. Mr. Premasiri of Beruwala is one name frequently mentioned. Hotels managed by groups such as Keells get part of their supplies from Central Purchasing Unit in Colombo. It was noted that an individual supplier in Kandy provides fruits to some of the hotels during the fruit season. Some hotels send their purchasing officers to Colombo for urgent requirements.

**Restaurants:** Most restaurants have individual suppliers from retail vegetable markets scattered around Colombo and also from Pettah market. Persons from markets in Bamabalapitiya, Kollupitiya, Thimbrigasyaya & Wellawatte have developed relationships with different restaurants and supply the restaurants. Only a few small scale restaurants directly purchase either from the Pettah Market or other retail markets. Restaurants in hotels such as G.O.H. are supplied by the same suppliers

from Pettah who supplies five star hotels.

### **5.3 FACTORS INFLUENCING PURCHASE**

#### **5.3.1 Reasons for Preferring Current Suppliers**

**Five Star Hotels:** 'Credit facilities upto 45 days' is the factor mentioned by five out of six respondents., 'Competitive prices', 'Prompt delivery', 'Free delivery', 'Quality of products', ' Ability to respond at short notice', 'Selection and sorting at the supplier's door step', 'Weighing on hotel scales', 'Efficient meeting of requirements' and 'Reliability' were the factors for preferring their existing suppliers.

**Other Hotels:** Long and well established relationship with the hotel is the most frequently stated reason for preferring their current suppliers. 'He understands and knows our requirements' and 'He has grown with us' were some of the statements made by the sample members. 'Meeting the requirements completely & efficiently', 'Reliability', 'Dependability', 'Easy access', 'Attentiveness to needs of the hotel', 'Prompt/on time delivery', 'free delivery' and quality of products are other reasons given for preferring the current sources of supply.

**Restaurants:** Restaurants who have regular suppliers prefer them because of the long standing relationship they have established, the trust and confidence as a reliable,

dependable, reasonable supplier who offers a good service. Good service includes visiting the Restaurants the previous evening, pick up the orders and delivery of all the requirements without failure in the following morning and providing substitutes if the item required is not available. 'Reliability', 'Quality of goods', 'Returnability of bad quality goods/ rejects' and 'Competitive prices' are important factors. Those who purchase directly from wholesale or retail sellers prefer these sources because of 'Competitive prices' and 'The ability to choose what they want'. It is interesting to note that one restaurant manager said that *'They contacted us and started supplying us and gave us a good service at competitive prices and we have continued with them'*. Another important statement was *'They supplied without shortfall even during difficult times'* and this shows the importance of establishing a name as a reliable and dependable supplier.

### 5.3.2 Reasons for Dropping Some Suppliers

**Five Star Hotels:** Markfed is the organisation from which the hotels have stopped purchasing in the past they can remember but they are considering dropping one supplier from Pettah and another from Nuwara Eliya. Main reasons for dropping or consider dropping them are 'Unreliability', 'Quote low prices but unable to supply at those prices', 'Not regular', 'Failing to supply important items and varieties which are required' and 'Does not visit the hotel often. Two importers have been dropped because 'Items were not available when required' and 'Too expensive'.

**Other Hotels:** Only one out of the ten hotels could remember dropping any suppliers. Another hotel is considering dropping the supplier of herbs from Nuwara Eliya. The reasons given are 'Not supplying regularly'. They have found some small timers who contracted to supply at certain prices stopped supplying when the prices went up giving false excuses such as the product item not being available.

**Restaurants:** Only three out of the 10 restaurants recall dropping a supplier in the recent past and the reasons given include 'Unreliability', 'failing to supply the items the restaurant require', 'Bad quality', 'Not regular' and 'Too strict on thirty days credit limit'.

### 5.3.3 Important Factors in the Selection of a Supplier

**Five Star Hotels:** Price and Quality are obviously important to every one. 'Suppliers who can meet the entire order', 'Easily contactable, available and accessible', 'Reliable, delivery on time', 'Regular supply', 'Credit facilities', 'Free delivery service', 'Dependability' and 'Delivery at short notice' are the other factors important to five star hoteliers.

**Other Hotels:** Next to quality, 'On time delivery' and 'Regular supply' are important to other hotels surveyed. 'Reasonable price', 'Financial stability of the supplier', 'Experience in the trade and reputation', 'Reliability' and 'Uninterrupted Supply' are

the other factors important in the selection of a supplier.

**Restaurants:** Quality is the most important consideration. 'Price', 'Regular supply', 'On time delivery', 'Meeting the total order', 'Credit facilities', 'Uninterrupted supply', 'Dependability', 'Delivery at short notice', 'Reputation of the supplier' and 'Taking back the rejects' are the other factors important when selecting a supplier.

#### 5.4 RATING OF ATTRIBUTES

Sample members were asked to rate a given set of attributes of suppliers on a scale ranging from 5 to 1. On this scale 5 indicated extremely important and 1 indicated not important at all. Relative importance of the attributes in the three categories of sample members are as follows. Ratings by the **Five Star Hotels** are as shown in the following table.

ATTRIBUTE	Index
Reliability (On time delivery)	5.0
Ability to respond at short notice	5.0
Ability to supply regularly	4.8
Credit purchase facility	4.5
Quality of products	4.5
Price	4.5
Reputation of the supplier	3.0
Use of good packaging	2.5

On time Delivery and Ability to respond at short notice are extremely important factors if a supplier want to succeed in this sector. Ability to supply regularly, Credit purchase facility, Quality of products and price were rated above 'very important' level. Use of good packaging was not appreciated as a factor with high importance.

**Other Hotels:** Ratings by the other hotel managers were as follows.

ATTRIBUTE	Index
Quality of products	5.0
Reliability (On time delivery)	4.7
Ability to supply regularly	4.7
Ability to respond at short notice	3.9
Credit purchase facility	3.9
Price	3.9
Reputation of the supplier	3.1
Use of good packaging	2.3

Quality of products is extremely important among the hoteliers. Suppliers to these hotels also have to be high on 'Reliability (On time Delivery)', 'Ability to supply regularly'. Credit purchase facility and Price has a lower degree of importance compared to the ratings given by Chefs/Purchasing Managers of five star hotels.

**Restaurants:** Ratings by the restaurant managers were as shown in the following

table.

ATTRIBUTE	Index
Quality of products	4.9
Reliability (On time delivery)	4.8
Ability to supply regularly	4.8
Price	4.6
Ability to respond at short notice	4.2
Credit purchase facility	3.7
Reputation of the supplier	2.8
Use of good packaging	2.1

The attribute ratings by the restaurant managers are very similar to the ratings given by managers of hotels outside the city of Colombo. The only difference is price being given a higher rating than what was given by the Hotel Chefs/Managers.

## 5.5 RATING OF SUPPLIERS

The sample members were asked to rate the best supplier they have on a scale of:

Very high	2
High	1
Neither high nor low	0
Low	-1
Very low	-2

and the responses were as shown in the following table. Please note that in the case of price the order of the above ratings was reversed.

ATTRIBUTE	Five Star	Other Hotels	Restaurants
Reputation of the supplier	1.5	0.8	0.67
Price	-2.0	-1.0	-1.50
Use of good packaging	0.0	0.0	-0.33
Regularity of supply	1.5	1.3	1.67
Reliability (On time delivery)	1.5	1.2	1.67
Credit period	1.0	0.9	0.83
Quality of products	1.5	1.0	1.67
Ability to respond at short notice	1.5	1.2	1.83

All three sectors consider their suppliers to supply fruits and vegetables at high or very high price levels. Regularity of supply, Reliability, Quality of products and ability to respond at short notice were considered as high or very high by the chefs/purchasing managers of the five star hotels. Among the other hotels their rating of the current supplier was similar to that of five star hotels but overall ratings were low. Reputation of the supplier was rated low. Restaurants Managers also had rated their suppliers with a similar pattern but higher ratings than what was given by the hotel managers and lesser ratings than what was given by the five star chefs/managers.

## 6. FINDINGS OF THE SECOND SURVEY ON HERBS

All five star hotels use herbs and they use it every day to prepare various dishes. The main reason for using dried herbs is unavailability of fresh herbs. All chefs prefer to use fresh herbs since they believe the fresh herbs are richer in flavour and aroma. They mentioned that the dried herbs never have the same strength of flavour as fresh herbs.

According to estimates given by the respondents the weekly consumption of herbs in the six five star hotels are as follows.

Herb	Quantity (kgs.)
Basil	5.75
Coriander leaf	32.5
Chives	9.3
Dill leaf	2.8
Mint	27.5
Oregano	2.05
Parsley	37.5
Sage	0.8
Sorrel	0.3
Tarragon	1.55
Thyme	1.8
Marjoram	0.5

Herb	Quantity (kgs.)
Rosemary	
Mustard Leaf	0.3
Bay leaf	0.8

Above table shows that the five star hotels use Parsley, Coriander Leaf, and Mint in relatively large quantities. Exotic herbs like Oregano, Tarragon, Sage, Thyme, Rosemary, Marjoram and Basil are very rarely available in fresh form in the local market. This compels the chefs to use imported dried herbs. Unavailability of the fresh herbs and high prices of imported dried herbs prevent them from using larger quantities. Only one hotel seem to have a regular supply of fresh herbs from Nuwara Eliya. Others purchase herbs mostly from Kollupitiya market, when ever those are available. Excess quantities are kept for future use either by drying in an oven or by marinating or pickling those.

The chefs who have used fresh herbs coming from Nuwara Eliya are satisfied about the general quality of products. However, one chef mentioned that the local suppliers of fresh herbs tend to supply the entire plant without chopping its roots. He added that the roots are of no use to them and it creates an unnecessary hassle for them to chop and clean. All chefs were of the view that the quantity supplied by local sources are inadequate. They also added that if more fresh herbs are available they could use larger quantities.

Some herbs have special uses. One chef mentioned that Oregano is very important when preparing Pizza. Basil is used in soups and if sufficient quantities are available then in special sauces. Coriander leaves and Mint are used heavily for Indian dishes such as 'Biryani'. Parsley is used in large quantities in special salads ( e.g. Arabic 'Thabuli' salad).

Chefs are of the view that the demand for herbs are on the increase due to increasing inflow of tourists and growth of business activity. Special food festivals, promotion programmes and growing number of hotels and restaurants are indicators of increasing demand. Though the questions about herbs were not specifically asked from the Chefs of other hotels and Restaurants the interviews revealed that quantities similar to what is used by five star hotels are used by the other hotels and Restaurants. That demand is expected to increase with a growing tourist industry.

## **SUMMARY AND CONCLUSIONS**

The salient features of the market for fruits and vegetables in the Hotel and Restaurants Industry thrown in to focus by this survey are:

That the demand for fruits and vegetables in the Hotel & restaurant sector is substantial and it is growing. The estimated daily demand for an up-country vegetable such as Carrots is about 2 metric tons for the tourist and star class hotels

and restaurants in the coastal belt from Negombo to Bentota. The estimated demand for Cucumber is 900 kg. and the number of Pineapples needed are about 3000 for the same users.

that the five star hotels prefer suppliers who can supply all the requirements at short notice and on 45 days credit while maintaining high quality and at competitive prices. Other hotels prefer suppliers who can provide a personalised service, they are not very keen about credit, but they want regular and prompt delivery, good quality, competitive prices and supply at short notice. The restaurant sector is more price conscious, but they also want suppliers who can provide a good personalised service.

that Herbs and exotic vegetables such as Parsley and Broccoli are also in demand and the current suppliers are unable to regularly supply those items meeting quantitative and qualitative requirements of the hotels and restaurants sector.

It can be concluded that the small farmers or suppliers will not be able to compete with the big established suppliers who have access to large amount of resources. However the small timers can concentrate on niches such as exotic herbs or vegetables. If those can be successfully catered to then entry into hotel and restaurant sector and achieving success is possible.

**I. APPENDIX ONE: QUESTIONNAIRE**

**QUESTIONNAIRE: INSTITUTIONAL SURVEY**

NAME OF THE INTERVIEWER:.....

DATE:.....

TIME INTERVIEW COMMENCED :.....

ENDED :.....

ASK TO SPEAK WITH THE PURCHASING/GENERAL MANAGER/OWNER OF THE ESTABLISHMENT.

*Good morning/afternoon/evening. I am from Survey Research Lanka (Pvt.) Ltd. an independent market research company. We are conducting a survey on the use of fruits and vegetables in hotels and restaurants. May I ask you some questions. It may take about 20 minutes.*

**PART A**

1 What are the different varieties of fresh fruits and vegetables you purchase for consumption in your hotel/restaurant nowadays? We will take each of the following categories one at a time.

*Low Country Vegetables*

Variety

.....  
.....  
.....  
.....  
.....  
.....

*Up Country Vegetables*

Variety

.....  
.....  
.....  
.....  
.....  
.....

*Tropical Fruits*

Variety

.....  
.....  
.....  
.....  
.....  
.....

*Exotic Vegetables*

Variety

.....  
.....  
.....  
.....

*Exotic Fruits*

Variety

.....  
.....  
.....  
.....

2. *What quantity of each of the different varieties of fruits and vegetables do you purchase at a time and how often do you purchase*

*Low Country Vegetables*

<i>Variety</i>	<i>Quantity (kgs.)</i>	<i>How often</i>
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....

*Up Country Vegetables*

<i>Variety</i>	<i>Quantity (kgs.)</i>	<i>How often</i>
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....

*Tropical fruits*

<i>Variety</i>	<i>Quantity (kgs.)</i>	<i>How often</i>
.....	.....	.....
.....	.....	.....
.....	.....	.....
.....	.....	.....

3 Do you expect the quantities you purchase to increase or to decrease within the next twelve months, if so by what percentage?

<i>Variety</i>	1-Increase 2-Decrease 3-No change	<i>If 1 or 2 then What Percentage?</i>
<i>Up Country Vegetables</i>	.....	.....
<i>Low Country vegetables</i>	.....	.....
<i>Fresh Fruits</i>	.....	.....

4 What are the sources from which you purchase each item indicated in question no.1?

<i>ITEM No.</i>	<i>SOURCE/s</i>
.....	.....
.....	.....
.....	.....
.....	.....

5 Please indicate the reasons for preferring this/these sources nowadays.

SOURCE	REASON/S
.....	.....
.....	.....
.....	.....
.....	.....

6 Are there any sources from which you have stopped purchasing in the recent past?

No..... 1 (GO TO QUESTION NO. 7)  
 Yes..... 2

What were the reasons for stopping purchasing from that/those sources?

SOURCE	REASON/S
.....	.....
.....	.....
.....	.....
.....	.....

7. In your opinion what are the important factors to be considered when choosing a supplier of fresh fruits and vegetables?

1. ....
2. ....
3. ....

8. I have a list of factors which I will read out to you. Please tell me how important or unimportant each attribute is to you in the selection of a fruit and vegetable supplier. (SHOW CARD 'C') Please indicate whether each factor is:

		Extremely Important	Very Important	Fairly Important	Not so Important	Not at all
8.1)	Reputation of the Supplier	1	2	3	4	5
8.2)	Price	1	2	3	4	5
8.3)	Use of good packaging	1	2	3	4	5
8.4)	Ability to supply regularly	1	2	3	4	5

	<i>Extremely Important</i>	<i>Very Important</i>	<i>Fairly Important</i>	<i>Not so Important</i>	<i>Not at all</i>
8.5) <i>Reliability ( On time delivery)</i>	1	2	3	4	5
8.6) <i>Credit purchase facility</i>	1	2	3	4	5
8.7) <i>Quality of Products</i>	1	2	3	4	5
8.8) <i>Ability to respond at short notice</i>	1	2	3	4	5

9. *Please tell me how you rate your current suppliers on each attribute which I will read out to you. Please indicate whether each factor is:*

*SUPPLIER ONE: .....*

	<i>Very High</i>	<i>High</i>	<i>Neither</i>	<i>Low</i>	<i>Very Low</i>
9.1) <i>Reputation of the Supplier</i>	1	2	3	4	5
9.2) <i>Price</i>	1	2	3	4	5
9.3) <i>Use of good packaging</i>	1	2	3	4	5
9.4) <i>Regularity of supply</i>	1	2	3	4	5
9.5) <i>Reliability ( On time delivery)</i>	1	2	3	4	5
9.6) <i>Credit period</i>	1	2	3	4	5
9.7) <i>Quality of Products</i>	1	2	3	4	5
9.8) <i>Ability to respond at short notice</i>	1	2	3	4	5

*SUPPLIER TWO: .....*

	<i>Very High</i>	<i>High</i>	<i>Neither</i>	<i>Low</i>	<i>Very Low</i>
9.1) <i>Reputation of the Supplier</i>	1	2	3	4	5
9.2) <i>Price</i>	1	2	3	4	5
9.3) <i>Use of good packaging</i>	1	2	3	4	5
9.4) <i>Regularity of supply</i>	1	2	3	4	5
9.5) <i>Reliability ( On time delivery)</i>	1	2	3	4	5
9.6) <i>Credit period</i>	1	2	3	4	5
9.7) <i>Quality of Products</i>	1	2	3	4	5
9.8) <i>Ability to respond at short notice</i>	1	2	3	4	5

**SUPPLIER THREE:** .....

	<i>Very High</i>	<i>High</i>	<i>Neither</i>	<i>Low</i>	<i>Very Low</i>
9.1) <i>Reputation of the Supplier</i>	1	2	3	4	5
9.2) <i>Price</i>	1	2	3	4	5
9.3) <i>Use of good packaging</i>	1	2	3	4	5
9.4) <i>Regularity of supply</i>	1	2	3	4	5
9.5) <i>Reliability ( On time delivery)</i>	1	2	3	4	5
9.6) <i>Credit period</i>	1	2	3	4	5
9.7) <i>Quality of Products</i>	1	2	3	4	5
9.8) <i>Ability to respond at short notice</i>	1	2	3	4	5

**PART B (CLASSIFICATION PORTION)**

For analysing this data would you provide the following information?

10. Could you indicate what category of business are you in?

- Tourist Hotel Star Class*..... 1
- Tourist Hotel (No stars)* ..... 2
- Restaurant* ..... 3
- Take Away Service* ..... 4
- Other (SPECIFY)* ..... 5

11. Could you indicate the type of company according to registration?

- Partnership* ..... 1
- Private Limited Liability* ..... 2
- Public Limited Liability, Not quoted* ..... 3
- Public Limited Liability, Quoted* ..... 4
- Sole proprietor*
- Other (SPECIFY)* ..... 5

12. Could you indicate to what size category you belong to in terms of total no. of employees. ( take the no. working at present)?

- Equal to or Less than 10* ..... 1
- More than 10 but equal to or less than 20* ..... 2
- More than 20 but equal to or less than 50* ..... 3

<i>More than 50 less than 100</i>	4
<i>More than 100 (RECORD THE No. ....)</i>	5

13. *Could you indicate to what size category you belong to in terms of monthly turn over?*

<i>(&lt;= Rs. 5 lakhs) .....</i>	1
<i>(&gt;Rs. 5 lakhs, &lt;= Rs. 1 Million) .....</i>	2
<i>(&gt; Rs. 1 Million, &lt;= Rs. 2 Million) ...</i>	3
<i>(&gt; Rs. 2 Million) .....</i>	4

***THANK THE RESPONDENT AND TERMINATE INTERVIEW.***

*NAME OF THE RESPONDENT:.....*

*DESIGNATION:..... CONTACT PHONE No.:.....*

*NAME OF THE HOTEL/RESTAURANT:.....*

*ADDRESS: .....*

*Mar. 21, 1994*

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