

List of References

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Data Collection and Questionnaire Survey

Research Study on “Sustainability of Seagoing Vessel Building Industry in Sri Lanka with Special Emphasis on Colombo Dockyard PLC”

INTRODUCTION

I’m an MBA student of University of Moratuwa, conducting a research on Sustainability of Seagoing Vessel Building Industry of Sri Lanka. The scope of this research covers some selected organisations in Sri Lanka who are either currently engaged in small to large scale seagoing vessel building or willing enter into the market soon. Also the industry experts, policy makers and other stake holders are to be covered.

As a part of my research, industry environment of the local Seagoing Vessel Building Industry will be analysed using Porter’s Five Forces Model to assess its stability. For the analysis, rivalry among competitive firms, bargaining power of buyers, bargaining power of suppliers, threat from new entrants and threat of substitutes with respect to the perception of the individuals in the Ship building / repairing related industries are expected to be assessed.

Also my research includes assessment of Sustainability of seagoing vessel building industry in terms of Technological, Economic, Socio-Political and Environmental factors. Likewise, the value addition in each stage of Value Chain Analysis also to be assessed for selected firms depending on the availability of data. Once the existing sustainability of the industry is assessed, based on the findings and expert judgements on the same, the strategies and policies to be implemented to make Seagoing vessel building a major industry for Sri Lanka will be recommended.

IMPORTANCE OF THIS RESEARCH

There is not much research has been conducted in seagoing vessel building industry of Sri Lanka. Hence, this study would be very much helpful to those who are in the industry to shape their strategies and policy makers to have a good approach for introducing new policies.

So I would kindly request you to give your fullest cooperation by providing true information to the best of your knowledge. Your support in this research would encourage future researches in this area and the whole industry would be benefited a lot as a consequence.

WHO CAN PARTICIPARE FOR THE SURVEY?

This survey is for Engineering Managers, Consultants, Engineers, Naval Architectures / Designers, Ship Surveyors, Contractors, Industry Specialists, Policy Makers and related Professionals working in the seagoing vessel building / repairing industry.

QUESTIONNAIRE – A

This part of the questionnaire consists of 05 questions related to the analysis as per the Michael Porter's Five Forces Model 01 question for industry growth. Please answer all questions as per the instructions given before each question.

Analysis of Supplier Power – This is to assess how powerful the product / raw material suppliers in the industry. Please **answer each statement** by marking a box with "x" that best reflect your level of agreement.

Q 1	STATEMENT	Very High	High	Medium	Low	Very Low
	Supplier attempt to fluctuate the prices					
	Stability of the supplier in terms of the product portfolio and size					
	Product identity of the supplier					
	Likely to forward integrate to your business level					
	Cost involved in switching from one supplier to another					
	Barriers to manufacture products locally					

Analysis of Buyer Power – This is to analyse how powerful the buyers / customer in the business process. Please **answer each statement** by marking a box with "x" that best reflect your level of agreement.

Q 2	STATEMENT	Very High	High	Medium	Low	Very Low
	Your attempt to offer price reduction to keep the buyer satisfied					
	Commitment of the buyer towards incorporating the industry changes					
	Buyer's positive reaction for any changes of the products					
	Buyer ability to switch from one product to another					
	Buyer's ability to vertically integrate					

Threat from Substitutes – This is to analyse the threat from substitute products in the business process. Please **answer each statement** by marking a box with "x" that best reflect your level of agreement.

Substitute Product – This is an equivalent (but totally different) product which satisfies the same need of the customer.

Q 3	STATEMENT	Very High	High	Medium	Low	Very Low
	Likely of new substitutes to the industry					
	Likely of such substitute products be price competitive					
	The level of substitute products would affect your existing business					

Threat from New Entrants – This is to analyse the threat from new entrants to the market. Please **answer each statement** by marking a box with "x" that best reflect your level of agreement.

Q 4	STATEMENT	Very High	High	Medium	Low	Very Low
	The potential of new entrants to enter the market due to enhancement in the technology and market demand					
	Acceptance of such new product or service by the customer as per your perception					
	Ability of the new entrant to match the capital requirement					
	Ability of the new entrants to access the marketing channels					

Rivalry Among the Existing Firms – This is to analyse the degree of competition among the existing firms in the industry. Please **answer each statement** by marking a box with "x" that best reflect your level of agreement.

Q 5	STATEMENT	Very High	High	Medium	Low	Very Low
	A competitor's ability to break the balance of power in the existing industry through introducing innovative products to the market					
	Growth of your sales in the last few years?					
	Your ability to fluctuate the products price to match market prices					
	Competition due to higher price fluctuation as new products coming to the market					

Please indicate the sales volume of the Ship Buildings and/or Ship Repairs in the last five years. This is to assess the seagoing vessel building industry growth and compare with ship repair industry growth during the same period. **Confidential of this information will be assured as per your request.**

Q 6	YEAR	SALES VOLUME (RS)	
		Ship Building	Ship Repair
	2008		
	2007		
	2006		
	2005		
	2004		

QUESTIONNAIRE – B

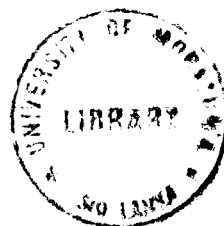
This part of the questionnaire consists of 12 questions related to the analysis of Sustainability in terms of Technological, Economic, Socio-Political and Environmental aspects. Please answer all questions as per the instructions given before each question.

Technological Sustainability – This is to assess the sustainability of industry in Technological context. Please **answer each statement** by marking a box with "x" that best reflect your level of agreement.

STATEMENT		Very High	High	Medium	Low	Very Low
Q 7	Technical Know-How Access of your organisation to Expert knowledge Involvement of Academia in Industrial activities Level of in-house R&D Advanced use of CAD/CAM software at your firm Use of trial & error method for technical issue solving					
Q 8	Quality Standards Your products' compliance with standards / classifications Reference of technical specifications for manufacturing Priority for on-site testing of products before delivery Check of past references for buying decision making					
Q 9	Accessibility of Technology Accessibility for High-Tech plant & machinery Suppliers' willingness to comprehensive technology transfer Technology gap between technology providers and your firm Degree of localisation of technology through your firm					

Economic Sustainability – This is to assess the level of sustainability of industry in Economic factors. Please **answer each statement** by marking a box with "x" that best reflect your level of agreement.

STATEMENT		Very High	High	Medium	Low	Very Low
Q 10	Affordability Affordability of High end facilities & equipment Advantage of Economies of Scale Cost of use of patented or licensed products					
Q 11	Local Availability of Resources Level of skilled works in local labour market Availability of specialized sub-contractors locally Local value addition by your organisation Level of capacity (work force) utilisation					
Q 12	Reusability Durability of Plants & Equipment for manufacturing Availability of maintenance facilities					



Socio-Political Sustainability – This is to assess the level of sustainability of industry with respect to socio-political factors. Please **answer each statement** by marking a box with "x" that best reflect your level of agreement.

STATEMENT	Very High	High	Medium	Low	Very Low
Q 13 Socio-cultural Influences Attitude of international firms towards the local industry Productivity of bottom level employees Willingness to accept new & productive technologies by your employees					
Q 14 Availability of Supportive Political Background Availability of supportive national policies Support from Govt. organisations for organisational activities Level of relationships with foreign industries					
Q 15 Level of Awareness Level of awareness of the society about the organisational activities Strength of public relations of your firm					

Environmental Sustainability – This is to assess the level of environmental sustainability of industry. Please **answer each statement** by marking a box with "x" that best reflect your level of agreement.

STATEMENT	Very High	High	Medium	Low	Very Low
Q 16 Environmental Standards Comply with International Environmental Standards					
Q 17 Resource Consumption / Conservation Use of environmental friendly energy sources at your firm Practises for optimal use of materials and energy					
Q 18 Environmental Releases Level of environmental polluting emissions Availability of recycling facilities of waste materials					

Please provide the following details:

Your Name:

Occupation / Designation:

Name of the Organisation:

THANK YOU FOR TAKING YOUR VALUABLE TIME TO COMPLETE THIS SURVERY!