

#	Category	Attributes	Description
0	...	...	...
1	Upstream	Cost Structure	Type and amount of fixed and variable costs
2	Upstream	SC Lead-time	Time from placing an order to delivery at destination
3	Upstream	SC Lead-time Reliability	Frequency of unmet orders
4	Downstream	Delivery Lead-time	Time from receiving an order from a customer and the order arriving to the customer
5	Downstream	Delivery Lead-time Reliability	Frequency of deliveries to retailer not arriving
6	Downstream	Waste / Shrinkage	Amount of product that is damaged or lost in the SC
7	Downstream	Capacity	Amount of products that the supply chain can carry
8	Downstream	Inventory	Inventory Policy
9	Downstream	Flexibility	
10	Downstream	Information flow	To what extent information is transferred through the SC and through which mediums (computer, paper, etc)
11	Downstream	Consumer reach	Market penetration of the product
12	Downstream	Warranty Support	Whether distributor works with manufacturer to uphold warranties
13	Downstream	Robustness	
14	Procurement/Production	Sourcing	
15	Procurement/Production	Procurement Management	
16	Procurement/Production	Facilities	
17	Procurement/Production	Production Planning	
18	Distribution	Inventory Echelons	How many level of inventory separate manufacture from consumer
19	Distribution	Warehouse Management	
20	Distribution	Transportation Management	
21	Sales Channels	General Questions	
22	Sales Channels	Manufacturer Representative	
23	Sales Channels	Commercial	
24	Sales Channels	Mission	
25	Sales Channels	Distributor	
26	Sales Channels	Broker	
27	After Market	Warranty Duration	
28	After Market	Warranty Type	
29	Sales Channels	Pricing	
30	Sales Channels	Payment and Credit	

Cost Structure  
 SC Lead-time  
 SC Lead-time Reliability  
 Delivery Lead-time  
 Delivery Lead-time Reliability  
 Waste / Shrinkage  
 Capacity  
 Inventory  
 Information flow  
 Consumer reach  
 Warranty Support  
 Inventory Echelons

Category	Sub-Category	Water Filter Specific	Question	Answer Options	Attributes	Code	Priority
Availability	General Business		Do you stock any water filter devices here?	•Yes •No	Inventory	1	AA
Availability	General Business	x	Which brands of water filters do you carry?	•Eureka Forbes •Kent •Tata •Rama •Vestergard Fransen •Tulip •Other	Inventory	2	AA
Availability	General Business	x	What models of water filters do you carry within each brand?	•Eureka Forbes Aqua Guard •Eureka Forbes Aqua Sure •Hindustan Unilever Pureit •Tata Swatch electric •Tata non-electric •Vestergaard Frandsen LifeStraw •Rama Candle Filters	Inventory	3	AA
Availability/Affordability	Inventory		Which factors are the most important when you decide which models to stock?	•Brand reputation •Customer demand for product •Manufacturer credit •Manufacturer warranty support •Manufacturer reliability in delivering products •Other	Inventory	4	B
Availability	General Business		What amount of your building do you dedicate to storing water filters?	•Less than 5% •5-10% •10-30% •30-50% •50-75% •75-100%	Capacity	5	C
Availability	General Business		What other types of devices do you stock? (circle all that apply)	•Clothes/textiles •Small consumer appliances •Large consumer appliances •Food/grocery •Other	Inventory	6	C
Availability/After market	Inventory	x	Do you carry the replacement filters for this product?	•Yes •No	Inventory	7	AA
Availability/After market	Inventory	x	Do you carry any other spare parts for the product?	•Yes (what?) •No	Inventory	8	A
Availability	General Business		Who do you place an order with?	•Manufacturer •Distributor •Other	Inventory Echelon	9	B
Availability	Inventory	x	How often does the responsible person place orders for this water filter?	•Daily •Weekly •Monthly •Quarterly •Other	Inventory	10	A
Availability/Affordability	Inventory		How do you decide what quantities of the products to order/buy?	•Based on how much was ordered previously •Based on how many were sold recently •Based on historic purchasing patterns •Other	Inventory	11	A
Availability/Affordability	Inventory	x	What is your standard order size? Is there a minimum order size?	•No minimum order size •Order minimum size of _____	Inventory	13	A
Availability/After market	Inventory	x	How often do you order replacement filters?	•Daily •Weekly •Monthly •Quarterly •Other	Inventory	14	A
Affordability	Cost and Pricing	x	How much does it cost you to purchase the filtration device?		Cost Structure	15	AA
Affordability	Cost and Pricing	x	How much does it cost you to purchase the replacement filters?		Cost Structure	16	AA
Availability/Affordability	Inventory	x	Does this supplier deliver directly to your store/Distribution Center?	•Yes •No	SC Lead-time	17	AA
Availability/Affordability	General Business		What is the unit for transportation? By case, pallet, container, other?	•Pallet •Container •Other	SC Lead-time	18	A
Affordability	Inventory	x	How much does delivery to your location cost?	•Distributor does •Manufacturer does •Retailer does •Other	SC Lead-time	20	AA
Affordability	Inventory	x	Who pays for the product delivery to your location?	•Yes •No	SC Lead-time	21	AA
Availability	Inventory	x	Does the supplier provide an estimate of how long delivery will take?	•Yes •No	SC Lead-time	22	C
Availability	Inventory	x	After you place an order with the supplier, how long does it take for the supplier to deliver the product?	•Same day •2-5 days •5-10 days •2-4 weeks •4-6 weeks	SC Lead-time	23	AA
Availability	Inventory	x	Are there instances when the supplier is not able to meet your order?	•Yes •No	SC Lead-time	24	AA
Availability	General Business		Was there ever an order cut?	•Yes •No	Capacity	25	B
Availability	General Business		How do you communicate with your supplier? Phone, electronic record, mail, etc.	•Paper mail •Telephone/mobile •Email •Electronic system	Information flow	26	A
Availability	General Business		How often do you communicate with the manufacturer?	•Daily •Weekly •Monthly •Quarterly •Yearly •Only when placing/receiving orders	Information flow	27	AA

Answers

Availability/Affordability	Inventory	x	What is your average inventory on hand for this water filter?	<ul style="list-style-type: none"> <li>•0-5 filters</li> <li>•5-10 filters</li> <li>•10-50</li> <li>•50-100</li> <li>•Greater than 100</li> </ul>	Inventory	28	A
	General Business		How often do products arrive to you from your suppliers broken or damaged?	<ul style="list-style-type: none"> <li>•Never</li> <li>•Rarely</li> <li>•Sometimes</li> <li>•Often</li> </ul>	Waste / Shrinkage	29	AA
	General Business		How often products do you need to throw away because of damage to them?	<ul style="list-style-type: none"> <li>•Never</li> <li>•Rarely</li> <li>•Sometimes</li> <li>•Often</li> </ul>	Waste / Shrinkage	30	B
	General Business		Do you often lose products from theft?	<ul style="list-style-type: none"> <li>•Never</li> <li>•Rarely</li> <li>•Sometimes</li> <li>•Often</li> </ul>	Waste / Shrinkage	31	AA
	Inventory	x	What is the average product turnaround time? (ie, how long do products sit in your inventory?)	<ul style="list-style-type: none"> <li>•Days</li> <li>•Weeks</li> <li>•Months</li> <li>•Years</li> </ul>	Inventory	32	B
Affordability	Cost and Pricing	x	Do you have an estimate for how much it costs you to hold inventory?		Inventory	33	B
Affordability	Cost and Pricing	x	At what price do you sell this water filtration device?		Pricing	34	AA
Affordability/After market	Cost and Pricing	x	At what price do you sell the replacement filters?		Pricing	35	AA
Affordability	Selling Channels	x	Are there different prices for different retailers/customers? (if yes, do you charge more for retail?)	<ul style="list-style-type: none"> <li>•Yes</li> <li>•No</li> </ul>	Pricing	36	A
	Retailer Demographic	x	What retailers purchase these water filters?		Consumer reach	37	A
Availability	Selling Channels	x	Who do you sell this water filter to?	<ul style="list-style-type: none"> <li>•Retailers</li> <li>•Other distributors</li> <li>•Businesses</li> <li>•Individuals</li> <li>•Other</li> </ul>	Consumer reach	38	AA
Affordability	Payment and Credit		Do you partner with any financial institutions to help customers purchase product?	<ul style="list-style-type: none"> <li>•Yes</li> <li>•No</li> </ul>	Consumer reach	40	AA
Affordability	Payment and Credit		Do you offer credit to any of your customers to purchase product? (if yes, do you charge more for credit?)	<ul style="list-style-type: none"> <li>•Yes</li> <li>•No</li> </ul>	Consumer reach	41	AA
Affordability	Payment and Credit		What type(s) of credit do you offer to these customers?		Payment and Credit	42	A
Affordability	Payment and Credit		How do you determine which customers will receive credit?		Payment and Credit	43	A
Availability	Selling Channels	x	How often does the retailer reorder?	<ul style="list-style-type: none"> <li>•Daily</li> <li>•Weekly</li> <li>•Monthly</li> <li>•Quarterly</li> <li>•Other</li> </ul>	Delivery Lead-time	44	A
	Selling Channels	x	How does the retailer place a reorder? (phone, computer, etc.)	<ul style="list-style-type: none"> <li>•Paper mail</li> <li>•Telephone/mobile</li> <li>•Email</li> <li>•Electronic system</li> </ul>	Delivery Lead-time	45	A
	Selling Channels	x	In what quantities does the retailer reorder?	<ul style="list-style-type: none"> <li>•0-5 filters</li> <li>•5-10 filters</li> <li>•10-50</li> <li>•50-100</li> <li>•Greater than 100</li> </ul>	Delivery Lead-time	46	B
	Selling Channels	x	Is there a minimum reorder amount you enforce?	<ul style="list-style-type: none"> <li>•Yes (what is the minimum? _____)</li> <li>•No</li> </ul>	Delivery Lead-time	47	A
	Selling Channels	x	How do you deliver the device? (third party transportation, in-house delivery, etc.)	<ul style="list-style-type: none"> <li>•Third party transportation</li> <li>•In-house transporter</li> <li>•Retailer comes to pick up product</li> </ul>	Delivery Lead-time	48	AA
Affordability	Selling Channels	x	Who pays for delivery?	<ul style="list-style-type: none"> <li>•Distributor</li> <li>•Manufacturer</li> <li>•Customer (retailer)</li> </ul>	Delivery Lead-time	49	AA
Availability	General Business		How often are you told that a shipment/delivery never arrived?	<ul style="list-style-type: none"> <li>•Never</li> <li>•Rarely</li> <li>•Sometimes</li> <li>•Often</li> </ul>	Delivery Lead-time	50	A
Availability	Inventory		How often does a customer order a product and it is unavailable?	<ul style="list-style-type: none"> <li>•Never</li> <li>•Rarely</li> <li>•Sometimes</li> <li>•Often</li> </ul>	Consumer reach	51	AA
Affordability	Selling Channels	x	Do you charge different prices for different order quantities?	<ul style="list-style-type: none"> <li>•Yes (describe _____)</li> <li>•No</li> </ul>	Pricing	52	B
	General Business		How often do the retailers who purchase product from you send information back to you?	<ul style="list-style-type: none"> <li>•Never</li> <li>•Rarely</li> <li>•Sometimes</li> <li>•Often</li> </ul>	Information flow	53	A
After market	After Market	x	Do you know if this filter has a warranty or replacement plan?	<ul style="list-style-type: none"> <li>•Yes the filter has a warranty</li> <li>•No the filter does not have a warranty</li> <li>•Do not know</li> </ul>	Warranty Support	54	AA
After market	After Market		Do you work with the manufacturers to support warranties?	<ul style="list-style-type: none"> <li>•Yes</li> <li>•No</li> <li>•Filter has no warranty</li> </ul>	Warranty Support	55	AA
After market	After Market	x	Do customers come back to you if they have a problem with their device?	<ul style="list-style-type: none"> <li>•Retailers come back</li> <li>•Customers come back</li> <li>•Both retailers and customers come back</li> </ul>	Warranty Support	56	B
	General Business		How often do you communicate with the retailers?	<ul style="list-style-type: none"> <li>•Never</li> <li>•Rarely</li> <li>•Sometimes</li> <li>•Often</li> </ul>	Information flow	57	B
	General Business		What is the approximate size (in area) of this facility?	<ul style="list-style-type: none"> <li>•Small</li> <li>•Medium</li> <li>•Large</li> </ul>	Capacity	58	C
	General Business		How many employees do you have?	<ul style="list-style-type: none"> <li>•1-10</li> <li>•10-50</li> <li>•50-100</li> <li>•Greater than 100</li> </ul>	Capacity	59	AA
Affordability	General Business		Approximately how much do you pay your employees per hour?	?????	Cost Structure	60	A
Affordability	General Business		What are your fixed costs?		Cost Structure	61	AA
Affordability	General Business		How much do you pay in rent/utilities for the building?		Cost Structure	62	AA
	General Business		What are the days of operation of this facility?	<ul style="list-style-type: none"> <li>•M-F</li> <li>•M-S</li> <li>•7 days per week</li> </ul>	Facilities	63	C
	General Business		What are the hours of operation of this facility?		Facilities	64	C
	General Business		What are the challenges you face operating your business?		General Question	65	A
Affordability	Payment and Credit		Do you have any lines of credit from places like banks, microfinance institutions and/or relationships with vendors & businesses?		Payment and Credit	66	AA
Affordability	Payment and Credit		If supplier credit is desired, what types of credit, and/or terms, would you desire?		Payment and Credit	68	A
Affordability	Payment and Credit		Do you have enough access to money to operate your business as you would like to?		Payment and Credit	69	AA
Availability	Payment and Credit		What months of the year are you most capital constrained (select all that apply)?		Payment and Credit	70	A