

## Sample Questionnaire

1. What type of wholesaler are you?

☐ General Wholesaler    ☐ Specialist    ☐ Cash & Carry    ☐ Other

2. How long have you been in operation?

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3. What are the advantages of being that type of wholesaler?

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4. How many employees do you have at present? \_\_\_\_\_

5. What channel of distribution do you use?

☐ Producer → Wholesaler Retailer → Consumer

☐ Producer → Wholesaler → Consumer

6. Do you sell to:

i. only retailers? ☐

ii. only to consumers? ☐

iii. Both retailers and consumers? ☐

7. In your opinion, should the wholesaler be eliminated from the distribution process? Give reasons for your answer.

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