

## Market Survey Questionnaire: Imported Handmade Giftware

1. Have you ever purchased or received as gifts any imported handmade giftware?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. Have you ever purchased or received as gifts handmade giftware from India or Pakistan?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what type of giftware?

Wooden \_\_\_\_\_ Marble \_\_\_\_\_ Brass \_\_\_\_\_

Copper \_\_\_\_\_ Cotton \_\_\_\_\_ Other \_\_\_\_\_

Please specify: \_\_\_\_\_

3. Would you be interested in purchasing the above mentioned handmade giftware from India or Pakistan?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, would the item be used:

a. In your home for you or your family's enjoyment? \_\_\_\_\_

b. As a gift? \_\_\_\_\_

c. Other? \_\_\_\_\_ Please specify: \_\_\_\_\_

4. Do you know where to shop for such giftware?

Yes \_\_\_\_\_ No \_\_\_\_\_

5. When buying foreign handmade giftware, what do you value the most?

(On a scale of 1 to 4, list in order according to preference, where 1 is your most valued choice)

Craftsmanship \_\_\_\_\_ Cost \_\_\_\_\_ Uniqueness \_\_\_\_\_

Other \_\_\_\_\_ Please specify: \_\_\_\_\_