
Anexo 2

Dear Sir/ Madam,

We are students majoring in International Business Administration at *Universidad de las Americas-Puebla* (The University of the Americas-Puebla, Mexico). In our dissertation we are dealing with a business exportation plan of a Mexican hot sauce to India. Our purpose is to gather useful and relevant information that will allow the company to enter the Indian market. Hereby we ask you to fill out the questions listed below, to help us gathering the right information.

INSTRUCTIONS

Please, answer each question using an X for the option that you consider to be the best.

1. How long has your company been importing sauces?

0-2 years 2-5 years 5-8 years 8-12 years More than 12 years

2. What kind of sauce does your company buy most often?

Bittersweet Hot Sweet Tomato Other_____

3. What do you think is the most recognized brand of hot sauce in your country?

4. Evaluate the following attributes of the label, using the illustrations listed below

HECHO EN MEXICO

CAD: 30/09/05
LOTE: F16004

La ORIGINAL
100% natural

SALSA MACHA

Ingredientes: Aceite vegetal comestible, chile piquin, cacahuete, sal, cebolla, ajo y especias

Cont. Net. 130grs.

| Nutrition Facts / Datos de Nutrición | |
|---|---------------------------|
| Serving size / Porción (7 g) | |
| Tamaño por Ración 1 Cucharada (7 g) | |
| Servings per container: 18 / Raciones por empaque: 18 | |
| Amount Per Serving / Cantidad por Ración | |
| Calories/Calorías 47 | |
| Calories from Fat / Calorías de la grasa 40 | |
| % Daily Value / % Valor Diario | |
| Total Fat / Grasa Total 5g | 7% |
| Saturated Fat / Grasa Saturada 2g | 10% |
| Polyunsaturated Fat / Grasa poliinsaturada 2g | |
| Monounsaturated Fat / Grasa monoinsaturada 0g | 0% |
| Cholesterol / Colesterol 0mg | 0% |
| Sodium / Sodio 150mg | 6% |
| Total Carbohydrate / Carbohidratos Totales 3g | 1% |
| Dietary Fiber / Fibra dietética 1g | 4% |
| Sugars / Azúcares 1g | |
| Protein / Proteína 1.5g | |
| Vitamin A / Vitamina A 0% | Vitamin C / Vitamina C 0% |
| Calcium 1% | Iron / Hierro 0% |

Elaborado por:
Sergio Jordano
15 Poniente No. 3323
Colonia La Paz
Puebla, Pue. Mexico
Tel.: 01(222) 248-1331

6 461111 400011 5

salsa-macha@i-marts.net



a) What do you think of the product's label color?

Adequate Not adequate Why? _____

b) What do you think of the label's graphic design (mortar)?

Adequate Not adequate Why? _____

5. What size of the packing would you prefer?

130gr. 220gr. 500gr. Other _____

6. Would you recommend the company to add its product's label recipe for using the hot sauce?

Yes No

7. Please mark in the figure below, for what reasons you would chose a supplier and grade them on terms of importance. Use a 5 point scale, where 1 is the least important, and 5 the most important; numbers between 1 and 5 are the importance's intermediate.

| | Most important 5 | 4 | 3 | 2 | Less important 1 |
|----------------------|---------------------------------|----------|----------|----------|---------------------------------|
| Supplier Prestige | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| Product Certificate | | | | | |
| Flexibility on payment forms | | | | | |
| Country of Origin | | | | | |
| Geographic location of the importer country | | | | | |

8. In general, where do you distribute your sauces?

Self-service stores Gourmet stores Market Internet

Restaurant Other_____

9. How much would you be willing to pay for a 130g bottle of hot sauce?

\$1.50 USD \$2.00 USD \$2.50 USD \$3.00 USD Other_____

10. With which INCOTERM do you prefer to work?

EXW FOB CIF Other_____

Contact_____

Thank you for your time and collaboration!
Please, reply this file to us as an attachment.
E-mail address: salsa_macha@email.com