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 into 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
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.

<table>
<thead>
<tr>
<th>Supplier</th>
<th>Most important</th>
<th>Less important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prestige</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td></td>
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<td>3</td>
<td></td>
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<tr>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Product Certificate</td>
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<td>----------------------</td>
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</tr>
<tr>
<td>Flexibility on payment forms</td>
<td></td>
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<tr>
<td>Country of Origin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Geographic location of the importer country</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.
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