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Renewal of Small Town Economies: The Case of Alice, Eastern Cape Province, South Africa

Xuza, Phila Hlonitshwa Lorraine

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RENEWAL OF SMALL TOWN ECONOMIES, A CASE STUDY OF ALICE

LOCAL BUSINESS SURVEY FORM

This exercise provides Alice businesses opportunity to share their views about the local business environment – what helps, hinders, and stops them from doing better. It is also another way of identifying new business opportunities and actions that could strengthen business performance and networking. We eagerly await your opinions. We hope the answers will be of benefit & help local business growth. If you cannot fill in this form immediately, please return it to the Researcher.

1. Do you rent or own this property?

Rent	
Own	

2. What type of business do you operate?

Restaurant or take away food	
Grocery store	
Fuel station	
Manufacturing firm	
Furniture	
Salon	
Liquor store	
Other (please specify)	

3. Which of the following categories describes your business?

a. Sole trader	
b. Close corporation	
c. Cooperative	
d. Partnership	
e. Company	
f. Other (please specify)	

4. Do any of the following categories apply to your business?

a. Manufacturing	
b. Franchise	
c. Distribution agent	
d. Retailing	
e. Wholesaling	

5. How long has your business been operating in Alice?

a. less than 1 year	
b. 1 to 2 years	
c. 3 to 5 years	
d. 6 to 10 years	

e. Longer than 10 years	

6. Do you employ any other people in your business?

Yes, how many?	
No	

7. What do you think are the main advantages of running a business in Alice? (please tick up to 3)

a. customer loyalty	
b. quality & supply of local labour	
c. quality of life the area offers	
d. close to employee' homes & families	
e. reliable transport services	
f. other (please specify)	

8. What do you think are the main disadvantages of operating a business in Alice? (tick up to 3)

a. time/distance from other markets		g. shortage of skilled labour	
b. time/distance from suppliers		h. narrow range of business services	
c. transport costs		i. poor service of other local business	
d. communication costs		j. slow growth of local market	
e. small size of local labour		h. lack of suitable housing	
f. lack of local support		i. other (please specify)	

9. Which products or services purchased by your business from outside Alice do you think could be manufactured, produced or offered locally?

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10. Are there any services or products which you have considered providing or manufacturing locally, but did not proceed with the idea?

Yes	
No	

11. If yes, what services or product & what were your reasons for not proceeding?

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12. Are there any businesses or services which you think could be successfully located in Alice? (name them)

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13. What particular action do you believe could be undertaken at the local level by government or business organizations to assist businesses developing in Alice?

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