

Business Environment Analysis: Testing a Context-Specific Approach in Ethiopia

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Abstract

A number of prominent business environment rankings have achieved outstanding results from their efforts to promote legal and regulatory reform around the world. Such tools help to raise awareness of general constraints, but lack the specificity and rigor to produce context-specific information to guide policy and programs supporting business and economic growth, especially in contexts with high levels of economic informality. We review four commonly referenced business environment rankings and identify their respective strengths and weaknesses. To address the identified shortcomings, we present a business environment assessment methodology that (1) provides investors and policy makers with a means of collecting rigorous evidence on local business constraints and (2) is representative of a particular population. The paper closes with a description of our experience applying the methodology to assess the business environment of Addis Ababa, Ethiopia.

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Introduction

Business environment rankings, such as the World Bank's Doing Business initiative, have achieved outstanding results from their efforts to promote legal and regulatory reform around the world. As useful as these tools can be in raising awareness of general constraints, however, the information they provide is often insufficient to guide economic policy or design economic development initiatives. Supplementary economy-specific information is needed that corresponds to policy makers' interests and can be reliably used to design policy and programs. In low-income countries, such data can be difficult to come by.

In this methods report, we present a methodology that complements popular business environment rankings by providing more finely grained, local economy-specific data that policy makers can act upon. Importantly, the methodology uses a sampling strategy that allows for collecting data from a representative sample of firms, even in the case of high levels of economic informality. The report closes with a brief description of a pilot study applying the methodology in Addis Ababa, Ethiopia.

Background: Existing Methods of Business Environment Analysis

The business environment comprises a set of macroeconomic and microeconomic factors that facilitate or constrain business growth and, in the aggregate, economic growth. Moreover, while macroeconomic analysis measures broad trends of a nation's economy, microeconomic analysis focuses more on factors that directly influence economic behavior. For this reason, business environment studies typically focus on microeconomic factors, such as the nature and efficiency of formal laws and regulations, social norms that govern economic behavior, the level of business sophistication typical in the economy, and the presence of coordinating mechanisms usually associated with clusters that allow businesses and industries to compete effectively (Porter, 2002).

Because the business environment is a direct determinant of a country's potential for economic growth and standard of living, it is important that economic policy makers have an effective methodology to analyze the business environment. Such a methodology would

- pose questions specific to the target economy,
- recommend and prioritize activities that are within the scope of the investigating organization, and
- use a rigorous means of data collection.

In many lower-income countries, however, detailed data on the business environment are not readily available to policy makers. Reasons behind the lack of data are complex and involve both research constraints (e.g., lack of skills, relevant models) and resource limitations. Approaches used in wealthier nations are not readily transferable to the distinct sectoral, institutional, and technological/infrastructural characteristics of developing countries. In particular, the high levels of informality of businesses confound methodologies relying on business registers, phone books, and similar commonly used means of identifying respondents.

In the absence of context-specific data on constraints in the local business environment, investors, policy makers, and economic development practitioners often use influential business environment rankings to identify barriers to improving the productivity of a particular country or region. Four of the most common annually recurring studies are *Doing Business*, the *Global Competitiveness Report (GCR)*, the *Index of Economic Freedom*, and the World Bank Enterprise Surveys. These studies produce rankings (which is how we refer to them here) that indicate how well an economy is performing relative to others. Rankings are based on more detailed analyses of different aspects of the business environment that can suggest starting points for prioritizing constraints within an economy. These rankings are often announced with fanfare and given a high level of attention by policy makers. For example, in the same week as the release of the *Doing Business* 2014 rankings in October 2013, the Indonesian vice president announced 17 initiatives to improve the country's investment climate to demonstrate the

government's commitment to sustaining investments through reforms ("Indonesia continues," 2013).

Below we review four commonly referenced business environment rankings and describe how well they meet the three methodological criteria above.

Doing Business

Doing Business is the perhaps the most commonly used and cited business environment ranking. The central theme of the report is that formal government regulation is an important determinant of economic growth. In *Doing Business*, the World Bank set out to create a transparent, objective comparison of the efficiency with which governments across the world implement a set of policies, regulations, and institutions. The purpose of the report is to advance the World Bank's "strategy for tapping private initiative to reduce poverty" (World Bank, 2004, p. ix).

In 2013, the regulations that *Doing Business* assessed were starting a business, obtaining a construction permit, getting electricity, registering property, getting credit, paying taxes, trading across borders, and hiring and firing workers. The *Doing Business* report measures two aspects of these regulations. The first is the cost and time required to comply with a set of regulations. The second is the efficiency of government institutions that are required for businesses to operate. The efficiency is measured by calculating the time needed to carry out activities, such as the time a court takes to enforce a contract and the swiftness with which investor rights are protected.

The World Bank initiated *Doing Business* in 2004 to overcome three shortcomings it perceived in existing cross-border business environment rankings. In the World Bank's view, most other cross-border business environment methodologies served as tools to inform investors rather than policy makers. This limited their usefulness for reducing poverty in developing countries. Secondly, the World Bank recognized that few, if any, popular assessments focused on the poorest of the poor countries. Lastly, the World Bank was concerned that other business environment rankings relied on perceptions and attitudes that are "notoriously difficult to compare across countries or

translate into policy recommendations" (World Bank, 2004, p. viii).

Doing Business was groundbreaking when it was conceived. It was the first report of its kind based on easy-to-understand concepts that were indisputably linked to measures of prosperity. It was also first to present a transparent and easily duplicated methodology. Perhaps most importantly, because *Doing Business* ranked countries based on objective, easily verifiable factors, it captured the attention of people all over the world, who then put massive amounts of pressure on public officials to improve their country's performance. Since its inception, it alone has moved advocates and government officials around the world to reform over 1,700 regulations.

Doing Business has two clear weaknesses. The first is related to data collection. It surveys a small number of an elite group it calls "aggregators" rather than business people. Aggregators are people who deal with a large number of businesses, such as lawyers. Surveying only aggregators means that the concrete experience of many individual businesses in each country may be missed. For example, *Doing Business* misses the experience of a large number of businesses in countries with high rates of economic informality. In countries like Egypt, for example, this means businesses that together are worth as much as 30 times the Cairo stock exchange and responsible for 43 percent of employment are not represented (De Soto, 2011). Further, it misses the experiences of businesses that cannot afford to interact with aggregators or wish to attempt compliance on their own.

Doing Business's second limitation is found not in the World Bank's execution of the index, but rather the manner in which people and public officials misuse it. The report's main point is that poorer countries regulate the most, and heavy regulation is correlated with bad economic outcomes. Its suggestion is that countries that rank low in its report need to explore why they regulate business heavily and to reform so that they operate more efficiently. However, the intense public attention that the index receives may have driven policy makers around the world to prioritize improving how *Doing Business's* indicators are described in legal documents rather

than the positive or negative effects of specific laws or to attempt to understand the distinctions between supportive and constraining regulations in their particular context (World Bank Independent Evaluation Group, 2008).

Global Competitiveness Report

The World Economic Forum has produced cross-border business environment rankings since 1979. In 2005, it created the *GCR* in its current form. The *GCR* is based on the Global Competitiveness Index, which “measures the microeconomic and macroeconomic foundations of national competitiveness” (Sala-i-Martin et al., 2012, p. 4). The *GCR* defines competitiveness “as the set of institutions, policies, and factors that determine the level of productivity of a country” (Sala-i-Martin et al., 2012, p. 4). The *GCR* ranks countries on each of the 12 pillars that it believes determine national competitiveness and provides an aggregate ranking of the 142 countries it studies. The *GCR*’s 12 pillars are institutions, infrastructure, macroeconomic environment, health and primary education, higher education and training, goods market efficiency, labor market efficiency, financial market development, technological readiness, market size, business sophistication, and innovation.

Clearly, the 12 pillars that the *GCR* measures are interrelated. As the authors of the index have pointed out, “a strong innovation capacity (pillar 12) will be very difficult to achieve without a healthy, well-educated and trained workforce (pillars 4 and 5)” (Sala-i-Martin et al., 2012, p. 8). Also, while the authors believe that all of the pillars are important to all economies, “it is clear that they will affect them in different ways” (Sala-i-Martin et al., 2012, p. 8). Specifically, more basic requirements are important to a country that is in an early stage of development, while more complex requirements drive competitiveness for developed economies. The *GCR* reflects this in its ranking by assigning “weights to those pillars that are more relevant for an economy given its particular stage of development” (Sala-i-Martin et al., 2012, p. 9). To accomplish this, the report organizes the pillars into three subindexes: basic requirements, which are factors most important for a country at the earliest stage of development;

efficiency enhancers for countries that are past factor-driven economies and are moving to a middle income stage of development; and the innovation and sophistication factors subindex for those countries at the most advanced stage of development.

The *GCR* is very influential. Upon its release every year, newspapers and business magazines in countries around the world discuss the ranking of their country compared with previous years. The *GCR* does an excellent job of emphasizing the findings of research on national prosperity with a comprehensive ranking that aims to tell countries how they compare with each other overall and in each category. Importantly, the report highlights factors such as public health and the environment, in addition to government regulation, that are important for economic success.

As is often the case for aggregated measures, however, what the measurements and rankings mean is not transparent, making them difficult for decision-makers to translate into policies and programs. Each pillar is an aggregate score of a large number of measurements. For example, the score for pillar 1—institutions—is an aggregate of scores from 21 separate issues ranging from enforcement of property rights to the presence of organized crime. More specifically, though, the methodology by which the *GCR*’s data are collected is flawed. The *GCR*’s most significant source of data is the World Economic Forum’s Executive Opinion Survey. This survey is administered to a small number of leading executives in each country and asks for their perception of a range of issues that affect competitiveness. Clearly, a perception-based survey of a small number of people from a particular population does not provide information about the common experience of the great majority of businesses.

Index of Economic Freedom

The Heritage Foundation and *The Wall Street Journal* have produced the *Index of Economic Freedom* since 1995. In 2007, the Index went through a major revision that involved incorporating a review from an academic advisory board, using data from the *Doing Business* report, and streamlining the report and its associated website. The net effect was an easier to use report and increased robustness of the data that inform the report’s rankings.

The *Index of Economic Freedom* is an interpretation of Adam Smith's contention that "basic institutions that protect the liberty of individuals to pursue their own economic interests result in greater prosperity for the larger society" (Heritage Foundation, 2008, p. 1). The Index seeks to objectively measure and rank each country in the world by the quality of these basic institutions. The *Index of Economic Freedom* refers to and measures 10 institutions: business freedom, trade freedom, fiscal freedom, freedom from government, monetary freedom, investment freedom, financial freedom, property rights, freedom from corruption, and labor freedom.

Whereas *Doing Business* correlates the efficiency with which government operates with economic productivity, the *Index of Economic Freedom* seeks to correlate the size of government with prosperity. For example, the fiscal freedom score ranks countries that have the lowest tax rates and revenue as freer than countries with higher rates and revenue. Similarly, labor freedom is a ranking of countries based on regulations of "wages, hours, and other restrictions." Although significant research, including that done in support of *Doing Business*, has clearly demonstrated the correlation between a country's prosperity and its level of freedom, the connection between prosperity and the *Index of Economic Freedom's* 10 factors is less well-grounded.

The *Index of Economic Freedom* reinforces the point that free nations are prosperous nations. It uses research to support that idea. However, the definitions of its indicators measure the size of government rather than its effectiveness. It also fails to differentiate between regulations that promote freedom and those that constrain it. Rather, it views all regulations as counterproductive and recommends across-the-board reform to reduce regulatory burdens. Similar to *Doing Business*, the *Index of Economic Freedom* encourages decision-makers to remove all regulations, rather than considering specific positive or negative of individual regulations on businesses.

World Bank Enterprise Surveys

In addition to *Doing Business*, the World Bank directly surveys businesses in 135 countries. These surveys cover 11 topics: corruption, crime, finance, gender, informality, infrastructure, innovation and technology, performance, regulation and taxes, trade, and workforce. The surveys are standard and the same questions are asked in each country. The team that conducts the surveys publishes reports on each country and makes a large amount of raw data available for researchers. The country reports take two formats: country notes, which summarize a country's economy compared with other countries in its region, and country profiles, which show how a country scored on each topic compared with other countries in its region and income group.

The World Bank Enterprise Surveys are a unique source of data for researchers around the world. They also provide an interesting perspective for policy makers who wish to know how various aspects of their country's business environment compare with those of other countries. However, the surveys are difficult to use to inform policy in a specific economy mainly because the survey's sampling strategy is flawed. Although a stratified random sample is specified for the surveys, implementers often rely on the phone book to identify respondents. This approach leads the surveyors to businesses that engage in formal economic activity and misses businesses that either operate informally or for some other reason choose to stay out of the phone book. For example, businesses in Ethiopia are charged higher utilities rates than individuals. For this reason, some property is listed under the individual owner's name rather than the business. Businesses such as these would be missed in the Enterprise Surveys.

Methodology

A Context-Specific Approach to Business Environment Analysis

Based on the above review, the most frequent weaknesses of popular rankings are the rigor with which business environment data are collected and the specificity of identified constraints. Here we present a business environment assessment methodology that builds on the studies we

summarized to provide local investors and policy makers with a means of collecting rigorous evidence of the specific constraints to increasing economic growth for a particular population.

Our methodology relies on three principles:

1. Studying the efficiency with which firms carry out common business activities most clearly reveals the specific factors that constrain economic growth.
2. Business environment assessments yield the most useful recommendations when they take into account the interests and capacity of their audience to act on them.
3. Business environment assessments are most meaningful when they survey a representative sample of firms.

Understanding Business Activities

Several of the business environment rankings discussed earlier in this report measure broad characteristics of business environments, such as efficiency of regulation, aspects of economic freedom, or the perception of business friendliness. Although these broad categories are effective for motivating reform, the information they provide is insufficient to create economic policy or design economic development initiatives. A second source of information is needed that directly identifies specific constraints to efficiently carrying out the firm-level activities that are the foundation of wealth creation and economic growth.

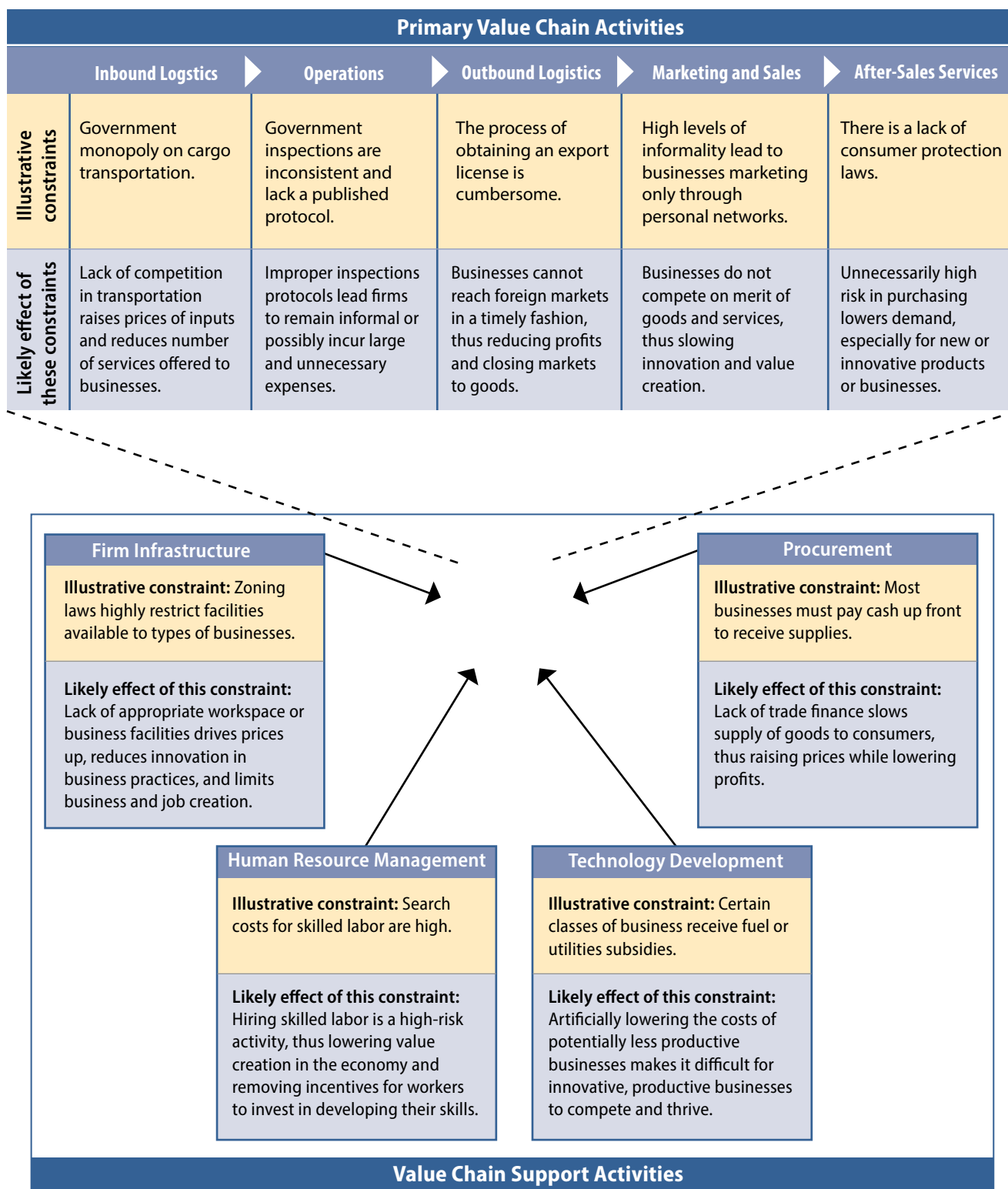
Our assessment gauges the constraints to business activities specific to the economy we are assessing. It identifies these constraints by examining the way business environment factors directly influence business activities. Figure 1 provides examples of business activities and the constraints that limit their efficiency, drawn from the first author's experience with a similar survey in Egypt and from the literature. Business environment factors constrain economic growth by undermining the efficiency with which firms across an economy conduct business activities, as represented by the value chain (see Figure 1). The value chain is "the many, discrete activities a firm performs in designing, producing, marketing, delivering, and supporting its product" that one

analyzes to understand how business environment factors constrain or facilitate increases in firm-level productivity (Porter, 1985, p. 33). In our methodology, we used the value chain to identify those business environment factors that lead to inefficient business activities—and that are common to enough businesses to lower productivity across the economy.

In exploring constraints to efficiently carrying out business activities, we looked at three types of constraints. The first type was the quality of first-order economic principles. These principles include property rights, contract enforcement, market-based competition, appropriate incentives, sound money, debt sustainability, and others required to provide incentives that lead to economic growth. We looked at these principles within the local sociopolitical context to understand whether they are delivered by formal or informal institutions and whether institutions exist that could deliver them better. Understanding local context is important to ensure that the results of the analysis inform recommendations that policy makers could realistically implement rather than attempting to recommend a common set of policy recommendations across many different sociopolitical systems and cultures (Rodrik, 2005).

Second, we looked at the capacity of firms to transact. In our assessment, we explored arrangements among economic actors to discover whether more productive arrangements were possible. Particularly, we looked at two types of arrangements. The first was a buyer-seller arrangement between a supplier and a business, and the second was between a business and a final customer. Following the guidance of Oliver Williamson (1979), we focused on three aspects of these transactions: (1) their effectiveness at reducing uncertainty, (2) the ability of transacting parties to realize efficiencies through repeated transactions, and (3) the importance of opportunism in decreasing the productivity of transactions. We focused on these arrangements because, as Oliver Williamson once succinctly stated, "private ordering is central to the performance of an economy whatever the condition of lawfulness" (Williamson, 2005, p. 2). In many developing economies, especially lower-income countries, a state of lawlessness exists because the

Figure 1. Examples of activities at different stages of the value chain and associated constraints



Source: Framework adapted from Porter (1985). Illustrative examples drawn from Alexandria Business Association (2012), World Bank (2004), Hoff and Stiglitz (2001), Porter (2002), and Lewis (2004).

state's policies, even if well crafted, are unreliable and enforced selectively. In these economies, the institutions required for voluntary exchange are developed informally and over time. Though informal institutions that evolve over time are often effective, they are frequently suboptimal, even compared with other, possibly informal institutions.

A third type of constraint that we explored was constraints that were the result of coordination failures. Coordination failures are economic constraints caused by "individuals' inability to coordinate their choices lead[ing] to a state of affairs that is worse for everyone than some alternative state of affairs that is also an equilibrium" (Hoff, 2000, p. 3). For example, a fundamental form of coordination failure occurs when the nature of competition creates disincentives for innovation. Economies that demonstrate intense, fair competition are most likely to create productivity increases (Porter, 1990; Ayyagari, Demircuc-Kunt, & Maksimovic, 2007). Societies that reward bureaucratic behavior over entrepreneurial behavior, for example, create disincentives to fair competition that will constrain productivity. Another example concerns spillovers from research and development. An economy's failure to prevent others from benefiting from a firm's research and development advances creates disincentives for the firm to invest in innovation and certainly creates disincentives to be the first firm to invest in innovation (Hoff & Stiglitz, 2001).

Coordination failure takes place in labor markets with high search costs. Firms may not train employees if training is expensive and if trained employees have an incentive to switch firms. Likewise, job seekers may not choose to invest in skills development if it is difficult to find firms that have innovated. The market does not organize these complementary changes, so they must be addressed by other organizational forces.

Information gaps, either due to underinvestment in information or barriers to the flow of information, also exemplify a coordination failure. Underdeveloped markets may lack information and therefore could reinforce suboptimal institutional arrangements, such as networking through personal connections rather than competing on the basis of

goods and services in a marketplace. Similarly, a lack of information on the part of government makes it almost impossible to regulate business and encourage formality. Finally, an inability of businesses with similar interests to coordinate activities constrains productivity (Anthony, 2005). Individual and collective business interests can align to increase productivity. However, if there is a general belief that individuals will attempt to free-ride on a collective investment, it may be difficult to initiate the collective investment in the first place.

Understanding the Audience

Cross-border business environment rankings compare countries based on a standard list of indicators. However, policy makers in any country may not have the interest or capacity to improve its ranking on any one indicator. One reason they may lack interest is that the indicator is not important to their particular economy. For example, *Doing Business* ranks countries on the efficiency with which businesses can obtain a construction license to build a warehouse. However, a country whose economy does not depend on industries that require warehouses may not wish to focus limited resources on reforming this indicator. Israel, for example, ranks low in the *Doing Business* report on this indicator. With an economy dependent on the IT industry and diamond cutting, Israel would not see a lot of economic benefit from improving its warehouse construction regulations. As a result, its policy makers probably do not find their ranking on the construction license indicator useful.

Another reason that countries may not be interested in particular indicators is that initiatives may already be in place to make improvements related to that indicator. Working to improve a score on a particular indicator can take longer than the annual cycle on which countries are ranked. For example, Ethiopia has adopted a multiyear effort to improve its infrastructure. Nonetheless, while the effort is underway, Ethiopia's ranking on the *GCR's* infrastructure indicator remains low. After all, you can't bake half a cake. Until this effort is completed, the yearly ranking provides no new information on which Ethiopian policy makers can act.

Lastly, some indicators may be difficult for policy makers to act on given a country's political climate and the resources or time frame they have at their disposal. Hot topics such as land reform or labor rights are certainly worthy of attention. However, policy makers are often under pressure to make changes in the short or medium term that improve economic prospects. Understanding where their political will and resources allow them to make changes is crucial to designing an effective business environment assessment.

Representative Sample

Commonly used methodologies tend to rely on expert perceptions of general business environment constraints or the experience of only the largest firms. For example, much of *Doing Business's* data are collected by surveying experts such as lawyers and accountants rather than business people. Likewise, the *GCR* relies on the Executive Opinion Survey, which collects perceptions of a small number of business leaders in each country. The information that these rankings collect excludes the experience of large groups of economic actors. *Doing Business* does not capture the experience of businesses that choose to remain informal, as many do in developing countries, or businesses that choose to comply with regulations on their own. The *GCR* does not capture a representative sample of economic actors whose activities are influenced by the business environments they assess.

Policy makers need information on how the specific business environment they regulate influences economic activity. Ensuring that data come from a representative sample is the foundation on which good policy is built. Our methodology uses a unique strategy for ensuring a representative sample, called respondent-driven sampling, discussed in more detail in the following section.

Applying the Context-Specific Approach

In this study, we developed and implemented a methodology for uncovering the business environment factors that influence firm activities among small- and medium-sized enterprises in Addis Ababa, Ethiopia. We developed a survey

methodology, described below, to identify those business environment factors that most constrained productivity and that could be addressed in the short to medium term by local business associations, government, or other advocates for economic development. We surveyed 608 owners and managers of businesses. Our hope was that the study would result in contextually appropriate recommendations for initiatives that had the potential to increase economic growth among the represented population. The survey was referred to as the *Kal Addis* (The Voice of Addis) Business Survey (KABS).

We chose Ethiopia because it has sustained a high rate of growth for several years. It is investing significant resources in economic reform, through its Public-Private Consultative Forum, as a means of sustaining economic growth. It also has a clearly articulated strategy for raising standards of living and creating jobs through an export-led strategy based on the success of South Korea. The government has invested heavily in improving the country's infrastructure. It has also reduced inflation by nine percentage points. The government of Ethiopia is aiming for middle-income status by 2025.

The survey's audience was the government-created system of chambers of commerce and trade associations, particularly the Addis Ababa Chamber of Commerce. The Addis Chamber promotes reform through its own initiatives and, more recently, through the Public-Private Consultative Forum, a government-mandated collaboration between the chambers of commerce, trade associations, and the government of Ethiopia. The Forum is an attempt to reform regulations collaboratively and drive longer-term growth. The Forum's discussions have focused on issues such as the amount of paperwork required to export products.

Nonetheless, Ethiopia's economy is dominated by a huge number of small businesses and a few very large businesses. Most of these businesses are located in Addis Ababa. As Dani Rodrik (2005) points out, the policies that *spark* economic growth are very different from the policies that *sustain* economic growth. Ethiopia's growth is a result of heavy public-sector spending and involvement in the economy. Though the government has improved its policies, it

has done little to establish the first-order economic principles that it requires to transition to a market-based economy. The result may be that, even if the government of Ethiopia's reform efforts are successful, businesses lack the proper incentives to take advantage of the improved regulatory environment.

To ensure the specificity lacking in popular business environment rankings, we began developing the survey by identifying indicators that were most likely constraining productivity increases for a wide range of businesses in Addis. We interviewed key informants from 25 businesses¹ in trade, manufacturing, and service provision to develop our indicator list. The interviews enquired about each activity in each business value chain. Our starting assumption in each interview was that economies grow when businesses invest time and resources, creating value for customers. Businesses create this value by continually improving the management of their value chain. We searched for the constraints to growth that occur when business managers invest time and resources conducting activities that do not create value for customers or improve value chain management, for example, repeatedly negotiating routine transactions, spending excessive amounts of time dealing with government regulations, planning production in response to cues other than market signals, or spending time making political contacts rather than marketing goods or services. Based on the indicators emerging from the key informant interviews, we developed a survey instrument that underwent two rounds of peer testing. The final questionnaire covered supplies, operations, outbound logistics, sales and marketing, finance and legal support, and future plans, as well as demographics, screening, and debriefing questions (see the appendix for the full questionnaire).

¹ To select businesses to provide input into the indicator list, we hired an Ethiopian consultant to interview respondents from 20 businesses for which (1) the respondent was either the owner or manager with extensive knowledge about the businesses' strategy and operations, (2) the number of part- or full-time employees ranged from 3 to 99, (3) the sector of operations was manufacturing (including agro-processing), trade, or service, (4) the respondent was aged 18 years or older, and (5) the geographic location was Addis Ababa. Businesses could be either formal or informal and were identified through the consultant's existing networks. Additionally, RTI's research team interviewed five businesses meeting the same criteria to spot-check the results of the consultant's interviews.

To address the problem of obtaining a representative sample of small and medium businesses in the developing world, we used a sampling technique called respondent-driven sampling (RDS). RDS had been used in other countries around the world but not in Ethiopia. Further, RDS had never been applied to businesses. RDS is a form of snowball sampling whereby a diverse group of respondents is recruited through personal and business networks to take the survey. It was developed to study networked populations that are difficult to sample (Heckathorn, 1997) and was therefore well-suited for capturing the population of both formal and informal businesses relevant to our study. In RDS, an initial (seed) group of respondents is recruited and then asked to recruit other relevant individuals in their network to take the survey. The major difference between snowball sampling and RDS is that in RDS tracking who invites whom is crucial. This tracking is accomplished by giving respondents paper invitations to distribute to potential respondents. Those paper invitations contain a brief summary of the study and a unique identifier that allows the survey team to track who invited that person to the study. This information is then used in statistical weighting to produce a representative sample.

For KABS, the research team recruited a convenience sample of 24 individuals through the research team's personal networks. After passing a screening interview, these "seed" respondents were given three paper invitations to extend to businesses in their personal networks. The appendix includes guidelines for explaining to respondents how to recruit additional respondents.

The survey consisted of an in-person, paper-and-pencil interview of 608 entrepreneurs. Eligible respondents were owners or senior managers of small and medium businesses (between 3 and 99 employees) based in Addis Ababa. The survey was administered by professional interviewers in the Amharic language. The mean administration time was 29 minutes (standard deviation = 9 minutes). Data collection lasted approximately 6 weeks.

Pilot Results and Discussion

The KABS results highlighted several business environment constraints that hinder economic growth in the targeted population. Below, we detail key constraints at different stages of the value chain that, if eliminated, could enhance business and economic growth.

Inbound Logistics: Arrangements with Suppliers

38% said they have no access to trade credit.

Of those, **72%** said they would sell more if they had access to trade credit.

66% responded that they always receive receipts when they buy supplies.

The data we collected on the arrangements businesses make with suppliers indicate a lack of trust and a lack of incentives for productive behavior. Over a quarter of the businesses surveyed said that they would sell more if their suppliers would extend trade credit. Offering trade credit should increase the revenue of suppliers and the businesses they sell to. If the procurement of supplies were a one-off transaction, one could understand the absence of sufficient trade credit in the market. However, 90 percent of respondents whose business was at least 3 years old said that they had used their main supplier for more than 1 year, and 60 percent had for more than 3 years. In spite of the fact that these are ongoing relationships, trust between suppliers and businesses is lacking.

These findings provide a useful illustration of how the more fine-grained data available through the KABS build on the results of popular rankings. The Global Competitiveness rankings for 2012–2013 show that “access to financing” is the most problematic factor for doing business in Ethiopia (Schwab, 2012, p. 164). Similarly, *Doing Business* notes that “getting credit” may be a worsening problem (World Bank, 2014). While both of these instruments highlight the challenge of attaining financing, they do not suggest how it could be addressed. In contrast, the KABS results indicate that if Addis authorities or the Chamber of Commerce would organize programs that extend short-term loans or act as guarantors for

qualified businesses, they could potentially bridge the lack of trust, address the bottlenecks in trade credit, and enhance the productivity of the city’s businesses.²

Thirty-four percent of respondents did not agree that they always receive receipts with transactions. This finding suggests that businesses and their suppliers may intentionally neglect documenting transactions to avoid taxes. This puts businesses in an awkward position. Buyers can either fabricate documents for tax purposes, which could cause trouble with authorities; overpay their taxes through the government’s estimates of what they owe in the absence of documentation; or overpay taxes by not reporting the expenses at all.

Operations: Permits and Licenses

61% said that all of the businesses they know have all of the necessary licenses and permits.

Informality distorts competition in a way that favors unproductive businesses over productive businesses. Our survey revealed the perception that a large portion of businesses operates informally. The Ethiopian government’s efforts to reform have assumed that it was either the cost or complexity of compliance that was driving people to remain informal. We explored those issues but also added other incentives to operating informally to understand the factors that influenced business people’s decision to comply or not comply with regulations. We found that 77 percent of the respondents felt that businesses remained informal to avoid paying higher taxes and 53 percent thought businesses remained informal to avoid inspections. Forty-two percent felt that frequent new or revised regulations made it difficult to stay in compliance with the government’s requirements. These findings indicate that disincentives other than the cost and

² The survey also asked about access to formal financial instruments. Notably, 80 percent of respondents said that they had not applied for loans. Of that 80 percent, 59 percent said that the reason they did not apply was that they did not need it. Additionally, a central principle of our methodology was to make recommendations that our audience had the interest and capacity to act on. Ethiopia’s finance sector is tightly controlled by the central government and politically sensitive. Given the respondents’ relatively low interest in formal credit and the fact that credit market reforms were outside our audience’s interest and capacity, we did not include financial sector constraints and recommendations in the analysis.

complexity of compliance are driving informality in Addis Ababa's economy. It may be that even if the government were to make the process of registering or obtaining licenses frictionless and free, a large number of businesses may still not comply in response to other disincentives.

Operations: Inspections

55% of businesses had been inspected more than three times in the previous 12 months.

24% of those had been inspected more than five times in the previous 12 months.

Inspections that facilitate fair competition cause productivity increases if, for example, they protect consumers and build trust in the marketplace or assist businesses in hitting high and consistent standards for domestic and international markets. However, when they are inefficient, the costs of regulation serve as a significant drag on the economy. The frequency with which the businesses we surveyed are inspected seems excessive, especially considering that 87 percent of the businesses that we surveyed are in either the trade or service sector.

In addition to the large number of inspections, inspectors do not follow a protocol. We found that inspectors failed to identify themselves almost 25 percent of the time, explained the nature of the inspection 62 percent of the time, and informed the business of the results only 38 percent of the time. Frequent and inconsistent inspections cause unnecessary work slowdowns and offer a large number of opportunities for rent-seeking.

Sales and Marketing: Market Orientation

96% of respondents marketed products and services through word of mouth.

85% marketed products and services through personal introductions.

26% used some form of advertising.

Direct competition for market share produces incentives that bring innovations and value to customers. In Addis, personal networks, rather than competition based on the merit of products, are the most pervasive means of finding new customers. This implies that businesses are investing time in building

personal networks rather than attempting to devise products and services that would bring new value to the market. Whereas competing in the marketplace generates clear information about market values and areas for innovation, personal networks are opaque and block information flow throughout a supply chain so that business people interested in growth have no information to direct how they build their business.

Sales and Marketing: Arrangements with Customers

Only **35%** of businesses said that customers they extended credit to often paid back on time.

58% of businesses said that after they deliver a product or service, the customer tries to renegotiate the price.

In individual transactions, the negotiating positions of the parties change over the course of the performance of the agreement. For example, in a client and contractor transaction, a client may start in a stronger negotiating position as the contractor wants business and the client has options among many competing contractors. After an agreement is reached, the contractor may gain advantage as the construction is midway through completion and requires specific knowledge and assets to finish. At the end of the agreement, the client may regain negotiating power as the contractor's investment is completed and the client could opt to withhold payment until new conditions are met. For the transaction to happen productively, the parties need a common way to anticipate these changes and establish an initial agreement. Renegotiating the transaction at each turn in the project wastes resources. A customer may perceive that he or she has gained a better value through a reduced price, but the time wasted and the uncertainty in the next transaction about what will be delivered and at what price greatly reduce the value. In the aggregate, it reduces the productivity of the economy.

These results illustrate the advantages of ensuring a representative sample for the population of interest. The *Doing Business* ranking for "enforcing contracts" is Ethiopia's highest, indicating it is not a major constraint for the aggregators surveyed and the businesses with which these respondents interact

(World Bank, 2014). The informal and formal businesses surveyed using RDS, however, report frequent problems with ensuring agreed-upon terms of transactions with customers. Whereas policy makers guided by *Doing Business* would not prioritize contracts enforcement, KABS results suggest that the Addis Chamber of Commerce should explore mechanisms that enhance the stability of business contracts.

Human Resource Management: Employee Search Costs

24% agree that it is easy to find workers with the right skills.

71% agree that they can afford to hire skilled workers.

92% agree that workers have many opportunities outside of their business.

As in many economies, Addis has businesses that “may adopt new technology or not” and employees who “may become trained to use new technologies or not” (Hoff & Stiglitz, 2001). Whether firms invest in new technologies and job seekers invest in new skills may largely depend on the existence of innovators already present in the marketplace. Firms are more willing to innovate if they expect the quality of the workforce to improve in the future. Likewise, workers are more willing to invest in skills development, either through paying for training or accepting lower wages with training, if they expect potential employers to invest in innovation development (Acemoglu, 1997). Firms in Addis Ababa appear to have a difficult time finding workers with the right skill sets. They also may refuse to train workers because they believe their investment in training will benefit future employers.

Technology Development: Equipment and Technology

91% agree that buying updated equipment or technology would make their business more money.

37% had not purchased updated equipment or technology in the last 12 months.

Our survey identified a large gap between business owners who believed that updated equipment and technology would make them more money and those who were actually purchasing equipment or

technology. The brevity of the survey made it difficult to explain this gap. However, we did uncover a few possible causes. Seventy-seven percent of respondents agreed that updated equipment or technology was too expensive for their business. “Too expensive” in this sense indicates that even if the business would earn more money, the risk (cost) of purchasing the new equipment does not match the anticipated return. This risk may come from a lack of nontradeable inputs, for example, properly skilled workers. Another example may be availability of parts or qualified maintenance options. Forty-one percent of respondents did not agree that repairing equipment or technology was easy. A lack of appropriate services or support firms in the market may dissuade business owners from updating equipment and technology despite the perception that updating would lead to greater earnings.

Again, the KABS findings help to illuminate business environment rankings. The *Global Competitiveness Report* ranks Ethiopia’s technological readiness 140th of 144 countries ranked in 2012–2013 (Sala-i-Martin, 2012). In Addis, the low level of technology development can be attributed to cost constraints, and the anticipated low returns can be attributed to technological investments whose productive lives are shortened by the dearth of skilled workers to maintain them. Providing insurance on common machinery and using the premiums to train maintenance workers would be one program option for the Chamber of Commerce to explore.

Conclusion

We conducted a business environment assessment among a population of small businesses in Addis Ababa, Ethiopia. Our goal was to develop and test a methodology assessing the degree to which specific business environment factors were constraining economic growth for a particular population. We focused on the business activities of the population in an effort to describe direct constraints to increasing productivity. We also created and delivered a survey instrument using RDS to provide a representative sample of businesses.

Our survey revealed direct constraints to increasing productivity. We discovered that the way businesses

arrange transactions is inefficient. We also discovered that coordination failures hamper the development of a skilled workforce, the adoption of new technology, and the basis of competition among businesses in Addis Ababa. We also identified government policies that directly constrain productivity. The first was the nonstandard and inefficient implementation of inspections, and the second was the disincentives to engage in formal business activity. With respect to the latter, the disincentives for engaging in formal business activity seem to extend beyond the cost and time required to comply. This is important because the Ethiopian government has invested a good deal in streamlining regulatory processes. However, if businesses choose not to comply because they do not wish to pay more taxes or subject themselves to more inspections, streamlining processes may be ineffective.

Addressing these constraints has a high chance of increasing productivity, leading to economic growth. However, it is unlikely that these constraints will change without policies and initiatives that create new incentives in the marketplace. These new incentives will have to address the risk and reward of engaging in new behavior and will have to distribute

the spillover costs of serving as the first to invest in business activity innovation. This methodology represents a first step toward implementing the findings of the many distinguished academics and researchers. The design and implementation of the methodology was limited by the time and resources we had to invest in its development, and we recognize that there is room for improvement. Particularly, we hope to improve the way we identify the initial list of indicators, narrow that list down to the most binding constraints, and create a survey instrument that will result in a prioritized list of constraints for business people, civil society, and government to address.

We believe it is important that economic development advocates and practitioners build on the tremendous success of *Doing Business* and other cross-border studies to assist those who are interested in creating economic development in a specific location. Building on that success requires context-specific assessments that use rigorous sampling techniques to compare current economic status to desired and feasible economic status. Economic development advocates and practitioners should then design initiatives that address the direct constraints to increases in economic activity.

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Appendix

Kal Addis Business Survey (KABS) Questionnaire

QUESTIONNAIRE NUMBER _____

KAL ADDIS BUSINESS SURVEY
ቃል አዲስ ቢዝነስ ሰርቪዩ

Introduction
መግቢያ

READ THE FOLLOWING WORD-FOR-WORD TO THE RESPONDENT:

የሚከተለውን ለተጠያቂ ቃል ቢቃል አንብብ/ቢላቸው፡

You are being asked to participate in a research study. Before you decide if you want to take part in this study, I need to tell you what the study is about and what you will be asked to do. Please ask me to explain anything you don't understand. This study is being conducted by Waas International, a research organization based in Addis Ababa and RTI International, a research organization in the USA, hired Waas International to conduct the study.

ድርጅታችን አንድ ጥናት እያካሄደ ይገኛል። እናም እርስዎም በዚህ ጥናት ላይ እንዲሳተፉ እየጠየቅኛለን ነው። በቅድሚያ ግን ጥናቱ ስለምን እንደሆነና ምን እንደሚያደርጉ ልነግርዎት እፈልጋለሁ። ያልገባዎት ነገር ካለ እባክን እንዳብራራሎት ከመጠየቅ ወደ ኋላ እንዳይሉ። ይህን ጥናት የሚያካሂደው ኢትዮጵያ ውስጥ በሚገኝ ዋስ ኢንተርናሽናል በሚባል የተለያዩ ጥናቶችን በሚያካሂድ ኩባንያ ሲሆን የጥናቱን ወጪ በመሸፈን ዋስን የቀጠረው ድርጅት RTI ኢንተርናሽናል የሚባል በአሜሪካ የሚገኝ የጥናት ድርጅት ነው።

The purpose of this study is to understand the opportunities and challenges of running your business. We will use this information to help improve the environment of doing business in Addis. If you agree to participate, I'll ask you questions about how you get new customers, hire employees, and manage your business. You are one of about 600 owners or managers of small and medium businesses that we're interviewing in Addis Ababa. The survey takes about 30-35 minutes to complete.

የጥናቱ አላማ የንግድዎን ጥሩ ጎኖች እና ችግሮች ለመረዳት ነው። ከዚህ መረጃ ተነስተን የንግድን ለማሻሻል እና ትንንሽ መካከለኛ የንግድ ዘርፎችን ለማሳደግ እንዲረዳን ነው። ለመሳተፍ ፈቃደኛ ከሆኑ፡ አዲስ ደንበኛ እንዴት እንደሚያገኙ፣ ሰራተኛ እንዴት እንደሚቀጥሩ እና ንግድዎን / የሰራ ዘርፍዎን እንዴት እንደሚያካሂዱ የተወሰኑ ጥያቄዎችን እጠይቆታለሁ። ። ። እርስዎ አዲስ አበባ ውስጥ ከምንጠይቃቸው 600 ትንሽና መካከለኛ የንግድ ባለቤቶች መሃል አንዱ ናት። ቃለ መጠይቁ ወደ 30-35 ደቂቃ አካባቢ ይፈጃል።

This research study is voluntary. You can stop at any time, refuse to answer any question, or take a break. I won't write down any information that could identify you personally (like your name). Your answers are confidential. There are no risks or direct benefits to you. I'll give you a gift for your time after the interview.

እዚህ ጥናት ላይ መሳተፎ በእርስዎ መልካም ፈቃደኝነት ላይ የተመሰረተ ነው። በማንኛውም ሰአት ላይ ሊያቋርጡ ወይም አለመመለስ ይችላሉ። በመጠይቁ መሃል ላይም እረፍት መውሰድ ይችላሉ። የእርስዎን እና የንግድ ተቋምዎን ስም የመሳሰሉ ማንነትዎን የሚገልጹ መረጃዎችን አልጽፍም ። ጥናቱ ላይ መሳተፎ በምስጢር የሚያዝ ነው። ። በዚህ ጥናት ላይ በመሳተፎ ምክንያት ለምንም ነገር አይጋለጡም / የሚያገኙት ቀጥተኛ ጥቅም የለም። በዚህ ጥናት ላይ በመሳተፍ መስዋዕት ላደረጉለን ጊዜ መጠነኛ ስጦታ አዘጋጅተናል።

If you have any questions about this research, please contact Efera Busa, Research Department Head, at Waas International. You can call him at 11-6628571 or at 11-6628724. ስለዚህ ጥናት ማንኛውም አይነት ጥያቄ ካሎት ዋስ ኢንተርናሽናል በስልክ ቁጥር 11-6628571 ወይም 11-6628724 በመደወል የጥናት ክፍል ሃላፊ የሆኑትን አቶ ኢፌራ ቡሳን ማነጋገር ይችላሉ።

Do you have any questions about what I just told you? ANSWER ANY QUESTIONS.
አሁን ስለነገርኩት ነገር ማንኛውም ጥያቄ አለት? የጠየቁትን ማንኛውንም ጥያቄ መልስ/ሸላቸው።

Do you want to participate in the study?
ይህ ጥናት ላይ ለመሳተፍ ፈቃደኛ ናት?

IF NO: END INTERVIEW

IF YES: SIGN BELOW. THE RESPONDENT DOES NOT SIGN: THE INTERVIEWER SIGNS.

አይ ካሉ: መጠይቁን አቋርጥ/ጪ
አዎ ካሉ። ከስር ፈርም/ሚ። ጠያቂ ነው እንጂ ተጠያቂ አይፈርምም።

I certify that the nature and purpose, the potential benefits, and possible risks associated with participating in this research have been explained to the above-named individual.
የዚህን ጥናት ሁኔታ እና አላማ እንዲሁም በዚህ ጥናት ላይ በመሳተፋቸው የሚያገኙት ጥቅምም ሆነ ሊያጋጥማቸው የሚችላቸውን ነገሮች ከላይ ስማቸው ለተጠቀሰው ተጠያቂ መግለጹን አረጋግጣለሁ።

Date/ ቀን Signature of Interviewer/የጠያቂ ፊርማ Printed Name of Interviewer / የጠያቂ ስም ተጽፎ

Respondent ID
የተጠያቂው መለያ ቁጥር

NOTE: THE RESPONDENT DOES NOT SIGN THIS FORM. THE INTERVIEWER SIGNS.
ማስታወሻ: ጠያቂ እንጂ ተጠያቂ ይህንን ቅጽ አይፈርምም።

INTERVIEW INFORMATION
የተጠያቂው መረጃ

RESPONDENT ID:
የተጠያቂው መለያ ቁጥር: _____

INVITATION ID:
የግብዣ ካርድ መ/ቁ: _____

INTERVIEWER ID:
የጠያቂው መለያ ቁጥር: _____

Date:
ቀን: _____

USE ETHIOPIAN CALENDAR
የኢትዮጵያ ዘመን አቆጣጠር

Time Start:
የተጀመረበት ሰዓት: _____

USE ETHIOPIAN TIME
የኢትዮጵያ ሰዓት አቆጣጠር

SECTION 1: SCREENER INTERVIEW
ክፍል አንድ: የማጣርያ ቃለ መጠይቅ

Before we start the interview, I have some questions about you and your business. ቃለ መጠይቁን ከመጀመራችን በፊት ስለ እርስዎ እና ንግድዎ የምጠይቅዎ ጥቂት ጥያቄ ይኖረኛል።

1. INTERVIEWER: RECORD RESPONDENT GENDER

ጠያቂ: የተጠያቂውን ጾታ መዝግብ/ቢ

- 1 MALE ወንድ
2 FEMALE ሴት

2. What is your age? ዕድሜዎ ስንት ነው?
_____ ENTER NUMBER ቁጥር አስገባ/ቢ

3. Where is your business based? IF BUSINESS HAS MULTIPLE LOCATIONS, CHOOSE PRIMARY LOCATION OF BUSINESS ACTIVITIES. DO NOT READ RESPONSE OPTIONS.

የትኛው ከተማ ላይ ነው የእርስዎ ንግድ መቀመጫ? ድርጅቱ በተለያዩ ቦታ ንግዶች ካሉት የዋና ድርጅቱን/ፋብሪካውን መቀመጫ ግለጽ/ገፍ። አማራጮችን አታንብብ/ቢ

- 1 ADDIS ABABA አዲስ አበባ
2 OUTSIDE OF ADDIS ABABA ከአዲስ አበባ ውጭ

4. What sector is your business in? What type of business is it? DO NOT READ RESPONSE OPTIONS. IF MULTIPLE SECTORS, SELECT SECTOR WITH HIGHEST REVENUE.

ንግድዎ በየትኛው ዘርፍ ላይ ነው? ምን ዓይነት ንግድ ነው?

አማራጮችን አታንብብ/ቢ። ከአንድ በላይ የንግድ ዘርፍ ላይ የተሰማሩ ከሆነ ከፍተኛ ገቢ የሚያስገኘውን ምረጥ/ጭ

a. FIRST, CODE SECTOR መጀመሪያ የንግዱን ዘርፍ አመልክቱ			
1 <input type="checkbox"/> MANUFACTURING INCLUDING AGRO-PROCESSING አምራች / የእርሻ ምርት ውጤቶችን ይጨምራል	2 <input type="checkbox"/> SERVICE አገልግሎት	3 <input type="checkbox"/> TRADE ንግድ	4 <input type="checkbox"/> AGRICULTURE እርሻ
		-8 <input type="checkbox"/> DON'T KNOW አላውቅም	
		-9 <input type="checkbox"/> REFUSED ፈ/አ	

SECOND, CODE TYPE ሁለተኛ፣ አንዱን ዘርፍ ምረጥ			
b. SELECT ONE አንዱን ምረጡ	c. SELECT ONE አንዱን ምረጡ	d1. SELECT ONE አንዱን ምረጡ	
1 <input type="checkbox"/> Agro-processing የእርሻ ምርት ውጤቶች	1 <input type="checkbox"/> Medical የጤና አገልግሎት	1 <input type="checkbox"/> Retail only ቸርቻሪ ብቻ	
2 <input type="checkbox"/> Food or beverage ምግብ ወይም መጠጥ	2 <input type="checkbox"/> Office services and Internet cafe የጽህፈት አገልግሎት የኢንተርኔት	2 <input type="checkbox"/> Wholesaler only የጅምላ ሻጭ ብቻ	
3 <input type="checkbox"/> Textiles የጨርቃ ጨርቅ ምርቶች	3 <input type="checkbox"/> Legal services የህግ አማካሪ አገልግሎት	3 <input type="checkbox"/> Both ሁለቱም	
4 <input type="checkbox"/> Leather products የቆዳ ምርት ውጤቶች	4 <input type="checkbox"/> Transportation የመጓጓዣ		
5 <input type="checkbox"/> Construction ኮንስትራክሽን/ግንባታ	5 <input type="checkbox"/> Tourism አስጎብኚ	d2. SELECT ONE አንዱን ምረጡ	
6 <input type="checkbox"/> Building materials የህንጻ መሳሪያዎች/ምርቶች	6 <input type="checkbox"/> Waste disposal የቆሻሻ ማስወገድ አገልግሎት	1 <input type="checkbox"/> Sell to businesses only ለድርጅት ሽያጭ ብቻ	
7 <input type="checkbox"/> Packaging products ምርጽ ማሽግ	7 <input type="checkbox"/> Financial services የሂሳብ አገልግሎት	2 <input type="checkbox"/> Sell to consumers only ለማንኛውም ደንበኛ	
8 <input type="checkbox"/> Woodwork, furniture, metalwork, etc. የእንጨት ስራ፣ የቤት ዕቃዎች እና የብረታ ብረት ስራ	8 <input type="checkbox"/> Information technology መረጃ/ኢንፎርሜሽን ቴክኖሎጂ	3 <input type="checkbox"/> Sell to both ለሁለቱም የሚሸጥ	
9 <input type="checkbox"/> Chemicals/pharma. ኬሚካሎች/መድኃኒቶች	9 <input type="checkbox"/> Real estate ሪል ኢስቴት		
10 <input type="checkbox"/> Energy ሀይል	10 <input type="checkbox"/> Education/training ትምህርት/ሰልጠና	d3. SELECT ONE አንዱን ይምረጡ	
11 <input type="checkbox"/> Baltina ባልትና	11 <input type="checkbox"/> Personal care የውበት ሳሎን	1 <input type="checkbox"/> Sell goods through export ምርቶችን ወደ ውጭ መሸጥ	
12 <input type="checkbox"/> Handicraft, jewelry እደጥበብ፣ ኔጣጤጦች	12 <input type="checkbox"/> Media, communications የመገናኛ ብዙሃን	2 <input type="checkbox"/> Sell goods domestically ምርቶችን አገር ውስጥ መሸጥ	
13 <input type="checkbox"/> OTHER (SPECIFY) ሌላ (ይግለጹ)	13 <input type="checkbox"/> Consultancy አማካሪ	3 <input type="checkbox"/> Both ሁለቱም	
	14 <input type="checkbox"/> Engineering, architecture ኢንጅነሪንግ፣ አርክቴክቸር		
	15 <input type="checkbox"/> Restaurant ምግብ ቤት		
	16 <input type="checkbox"/> OTHER (SPECIFY) ሌላ (ይግለጹ)		

5. In what year did ... ? USE ETHIOPIAN CALENDAR.
 በየትኛው አመት ነበር ... በኢትዮጵያ ዘመን አቆጣጠር ተጠቀም/ሚ
- a. ____ You start working at this business? -8 DON'T KNOW -9 REFUSED

ንግድዎን መሰራት የጀመሩት **አላውቅም** **ፈ/አ**
 b. ____ This business was founded? **-8** **DON'T KNOW** **-9** **REFUSED**
 ድርጅቱ የተመሰረተው? **አላውቅም** **ፈ/አ**

6. What is your position in this business? DO NOT READ RESPONSE OPTIONS. CODE ANSWER.
 በዚህ ንግድ ውስጥ የስራ ድርጅቶ ምንድነው? አማራጭን አያንብቡላቸው:: አንዱን ምረጥ
 1 OWNER/ባለቤት **-8** **DON'T KNOW** አላውቅም
 2 SENIOR DAY-TO-DAY MANAGER የአለት ተአለት ሥራ አስኪያጅ **-9** **REFUSED** ፈ/አ
 3 OTHER ሌላ

7. How many people currently work for your business? INCLUDE RESPONDENT.
 በአርሰዎ ንግድ ላይ በአሁኑ ወቅት ምን ያህል ሰዎች እየሰሩ ነው? ተጠያቂውንም ጨምር/ሪ

a. Total number ጠቅላላ ቁጥር	_____ ENTER NUMBER ቁጥር አስገባ/ቢ
b. Full-time መሉ ሰዓት	_____ ENTER NUMBER ቁጥር አስገባ/ቢ
Part-time ትርፍ ሰዓት ተቀጣሪ	_____ ENTER NUMBER ቁጥር አስገባ/ቢ
FULL-TIME + PART-TIME SHOULD EQUAL TOTAL (FROM A) መሉ ሰዓት + ትርፍ ሰዓት ተቀጣሪ እኩል ይሆናል ከጠቅላላ ቁጥር	
c. Permanent ቋሚ ሠራተኛ	_____ ENTER NUMBER ቁጥር አስገባ/ቢ
Temporary or contract ጊዜያዊ ወይም የኮንትራት ተቀጣሪ	_____ ENTER NUMBER ቁጥር አስገባ/ቢ
PERMANENT + TEMPORARY SHOULD EQUAL TOTAL (FROM A) ቋሚ ሠራተኛ + ጊዜያዊ ወይም የኮንትራት ተቀጣሪ እኩል ይሆናል ከጠቅላላ ቁጥር	

-8 **DON'T KNOW** **-9** **REFUSED**
አላውቅም **ፈ/አ**

8. How many of your employees are family members? NUMBER SHOULD NOT BE LARGER THAN 7A.
 ከተቀጣሪዎች መካከል ምን ያህል ነው የቤተሰብ አባል የሆኑት? የሚሰጠው ቁጥር ከ7A መብለጥ የለበትም
 _____ ENTER NUMBER **-8** **DON'T KNOW** **-9** **REFUSED**
ቁጥሩ አስገባ/ቢ **አላውቅም** **ፈ/አ**

9. Who invited you to participate in this survey? Was it a ... SELECT ONE.
 እዚህ ጥናት ላይ እንዲሳተፉ ማን ጋበዘት? አንዱን ምረጡ
 1 Family member የቤተሰብ አባል **-8** **DON'T KNOW** አላውቅም
 2 Friend ጓደኛ **-9** **REFUSED** ፈ/አ
 3 Businessperson የንግድ ሰው

10. How well do you know that person? SELECT ONE.
 ትውውቃችሁ ምን ያህል ነው? (አንድን ምረጡ)
 1 Very well በጣም የጠበቀ **-8** **DON'T KNOW** አላውቅም
 2 Somewhat well ያን ያህል የጠበቀ **-9** **REFUSED** ፈ/አ
 3 Not very well ብዙም ጥሩ ያልሆነ

11. Including this survey, how many surveys have you ever taken? Would you say ... READ RESPONSE
 OPTIONS.
 ከዚህ በፊት ምን ያህል ጥናቶች ላይ ተሳትፈው ያውቃሉ, ይህን ጥናት ጨምሮ? ምን ያህል ይላሉ አማራጮቹን
 ያንብቡላቸው
 1 A lot በጣም ብዙ **-8** **DON'T KNOW** አላውቅም

- 2 Many ብዙ -9 REFUSED ፈ/አ
 3 Some ትንሽ
 4 None ምንም

INTERVIEWER: DOES THE RESPONDENT MEET THE FOLLOWING CRITERIA?

ጠያቂ: መላሹ/ ተጠያቂው ተከታዮቹን መስፈርቶች ያሟላል?

	YES አዎ	NO, DON'T KNOW, OR REFUSE አይ አላውቅም ወይም ፈ/አ
Question 2. Age 18 years or older ጥያቄ 2) ዕድሜያቸው 18 አመት እና ከዛ በላይ	<input type="checkbox"/>	<input type="checkbox"/>
Question 3. Based in Addis Ababa ጥያቄ 3) ተቀማጭነታቸው አዲስአበባ የሆነ	<input type="checkbox"/>	<input type="checkbox"/>
Question 4. Manufacturing/Agro, Service, Trade ጥያቄ 4) አምራች/አገልግሎት/ነጋዴ ወይም የእርሻ ውጤት ላይ የተሰማሩ	<input type="checkbox"/>	<input type="checkbox"/>
Question 6. Owner or senior day-to-day manager of business ጥያቄ 6) የቢዝነስ ባለቤት ወይም ዋና ሥራ አስኪያጅ የሆኑ	<input type="checkbox"/>	<input type="checkbox"/>
Question 7a. Between 3-99 employees total ጥያቄ 7a) አጠቃላይ ከ3 እስከ 99 የሚደርስ ሰራተኛ ያላቸው	<input type="checkbox"/>	<input type="checkbox"/>

IF “NO,” “DON'T KNOW,” OR “REFUSE” TO ANY OF THE ABOVE: THANK RESPONDENT AND END INTERVIEW. DO NOT PROVIDE ANY INCENTIVE. DO NOT GIVE ANY SURVEY INVITATIONS TO RESPONDENT.

ከላይ ላሉት ጥያቄዎች ምላሻቸው አይ ክላውቅም ወይም መልስ ለመስጠት ፍቃደኛ አደላሁም ከሆነ መላሹን አመስግን እና ቃለ መጠይቁን አቁም/ሚ። ምንም አይነት ማበረታቻ አትሰጥ/ጪ። ምንም አይነት ጥናት ላይ ግብዣ አታቅርብላቸው።

IF “YES” TO ALL CRITERIA: CONTINUE TO NEXT SECTION.

ከላይ ላሉት መስፈርቶች አዎ ከሆነ መልሱ ወደሚቀጥለው ክፍል እለፍ።

SECTION 2: MAIN INTERVIEW

ክፍል 2: ዋና ቃለ መጠይቅ

PART A: SUPPLIES

የA ክፍል: አቅርቦት

READ TO RESPONDENT: First, we have some questions about how you get your supplies. By “supplies,” I mean things that you buy from suppliers or brokers that you use to create your product or service.

ለተጠያቂው የሚነበብ: በመጀመርያ አቅርቦቶችን እንዴት እንደሚያገኙ ለማወቅ ጥቂት ጥያቄዎችን አዘጋጅተናል። “አቅርቦቶች” ስንል አገልግሎት ለመስጠት ወይም ምርቶችን ለመምረት ከአቅራቢዎች ወይም ከደላላ የሚገዙዎቸውን ነገሮች ማለት ነው።

1. How many of your supplies do you import from abroad? SELECT ONE.

- ምን ያህሉን አቅርቦቶችን ነው የውጭ አገር የሚያስገቡት? አንዱን ምረጡ
- 1 All ሁሉም -8 DON'T KNOW አላውቅም
 2 Most አብዛኞቹ -9 REFUSED ፈ/አ
 3 Half ግማሹ
 4 A few ጥቂቱ
 5 None ምንም

2. Do any of your suppliers or brokers allow you obtain the goods that day and pay later (trade credit)?
 ከአቅራቢዎችዎ ወይም ከደላላዎችዎ አንዱ እቃውን በዕለቱ እንዲገዙ እና ሌላ ጊዜ እንዲከፍሉ ይፈቅድልዎታል(የዱቤ ንግድ)?

- YES → GO TO #4
 አዎ → ወደ 4 ሂድ
 NO → GO TO #3
 አይ → ወደ 3 ሂድ
- DON'T KNOW → GO TO #4
 አላውቅም → ወደ 4 ሂድ
 REFUSED → GO TO #4
 መልስ ለመስጠት ፈቃደኛ አይሉም → ወደ 4 ሂድ

3. If you could obtain the supplies that day and pay later, would you ... SELECT ONE BOX PER ROW.
 በዕለቱ አቅርቦቱን አግኝተው በሌላ ቀን እሚከፍሉ ቢሆን ኖሮ ከየረድፉ አንድ ሳጥን ብቻ ምረጥ

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Buy more supplies? ብዙ አቅርቦቶችን ይገዛሉ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Be willing to pay slightly higher prices? ትንሽ ከፍ ያለ ዋጋ ለመክፈል ፍቃደኛ ይሆናሉ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Sell more of your products or services? አገልግሎቶችዎን ወይም ምርቶችዎን ይበልጥ ይሸጣሉ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. In the past 12 months, have you ever ... SELECT ONE BOX PER ROW.
 ባለፉት 12 ወራት..... ከየረድፉ አንድ ሳጥን ብቻ ምረጥ

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Shared information about a supplier's or broker's price or quality with other businesses? ከሌሎች ነጋዴዎች ጋር ስለአቅራቢዎች/ ስለደላላዎች ዋጋ/ጥራት መረጃ እጋራለሁ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Recommended one of your suppliers or brokers to another business? ስለሌሎች አስመጪዎች/ደላላዎች ሌሎች ነጋዴዎች እነግራለሁ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Cooperated with businesses similar to yours to buy supplies in bulk? ከሌሎች አምሳያ ነጋዴዎች ጋር በህብረት ጅምላ ዕቃዎችን እሸምታለሁ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Heard about a dispute between a business and a supplier or broker? ከአቅራቢዎች/ደላላዎች ጋር ተፈጥሮ ስለነበረ ግጭት ሰምቼ አውቃለሁ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Think about all your suppliers or brokers. How much do you agree or disagree with the following statements? SELECT ONE BOX PER ROW.

ስለአስመጪዎ/ስለደላላዎ አሰቡ:: በሚከተሉት ዐረፍተ ነገር ላይ ምን ያህል ይስማማሉ/አይስማሙም?
 ከየረድፉ አንድ ሳጥን ብቻ ምረጥ

	Completely disagree በፍጹም አልስማማም	Somewhat disagree የተወሰነ ያህል አልስማማም	Neutral መስማማትም አለመስማማትም አልችልም	Somewhat Agree የተወሰነ ያህል እስማማለሁ	Completely agree በሚገባ እስማማለሁ	DK አላውቅም	RF ፈ/አ
a. If your supplier or broker does not perform as you expect, you can find another one አስመጪዎ ወይም ደላላዎ እንደሚጠብቁት ካላስተናገድዎ ሌላ ሊያገኙ ይችላሉ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Your suppliers or	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

brokers have many competitors አስመጪዎ ወይም ደላላዎ ብዙ ተፎካካሪዎች አሉት							
c. Suppliers or brokers that don't treat their customers well eventually go out of business አስመጪዎች ወይም ደላላዎች በደንብ ደንበኞቻቸውን ካለስተናገዱ ከጊዜ በኋላ ከንግዱ ዓለም ይወጣሉ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. The law limits the suppliers or brokers you can buy from በህጉ ከአንድ አስመጪ ወይም ደላላ እንድንገዛ እጠየቃለሁ/እገደዳለሁ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. Using the same supplier or broker many times brings the price of supplies down አንድ አይነት አስመጪ ወይም ደላላ መጠቀም የእቃውን ዋጋ ያወርደዋል	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

6. Now think about the supplier or broker you buy the supplies that are the most crucial to your business. How much do you agree or disagree with the following statements about that supplier or broker? SELECT ONE BOX PER ROW.

ለንግድዎ በጣም ወሳኝ ነው የሚሉትን አቅርቦቶችን ስለሚገዛቸው አቅራቢዎች ወይም ደላላዎች ያስቡ ። ስለ አቅራቢዎች ወይም ስለደላላዎቹ የሚከተሉትን ዓረፍተ ነገሮች ምን ያህል ይስማማሉ/አይስማሙም?

በየረድፉ አንድ ሳጥን ምረጥ ።

	Completely disagree በፍጹም አልስማማም	Somewhat disagree የተወሰነ ያህል አልስማማም	Neutral መስማማትም አለመስማማትም አልችልም	Somewhat Agree የተወሰነ ያህል እስማማለሁ	Completely agree በሚገባ እስማማለሁ	DK አላውቅም	RF ፈ/አ
a. You always receive receipts when you buy supplies ከአቅራቢዎችዎ ግዥ በሚፈጽሙበት ወቅት ሁሌም ደረሰኝ ይቀበላሉ።	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. If the supplies are defective or bad quality, it is easy to return them አቅርቦቱ ችግር ያለበት ወይም የጥራት ደረጃው የወረደ ከሆነ ለመመለስ ቀላል ነው።	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

c. It is easy to transport supplies back to your workspace አቅርቦቶችን ወደስራ ቦታ ማጓጓዝ ቀላል ነው።	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. You are satisfied with the quality of supplies. በአቅርቦቶቹ ጥራት ደስተኛ ኖት።	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. You are satisfied with the price of supplies. በአቅርቦቶቹ ዋጋ ደስተኛ ኖት።	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

7. This question is about the same supplier or broker from the previous question. How long have you used this supplier or broker? DO NOT READ RESPONSE OPTIONS. CODE RESPONDENT ANSWER. ይህ ጥያቄ ላይ የጠቀሱትን አስመጪዎን/ደላላዎን የተመለከተ ነው። ምን ያህል ጊዜ ነው ከአስመጪዎ/ከደላላዎ ጋር አብረው የሰሩት? ያሉትን አማራጮች አታንቡብላቸው። የሚሰጡትን መልስ አመልክት/ች

- | | |
|--|-----------------------|
| 1 <input type="checkbox"/> 3 MONTHS OR LESS | 3 ወር ወይም ከዛ በታች |
| 2 <input type="checkbox"/> MORE THAN 3 MONTHS TO 6 MONTHS | ከ3 ወር በላይ ከ6 ወር በታች |
| 3 <input type="checkbox"/> MORE THAN 6 MONTHS TO 12 MONTHS | ከ6 ወር በላይ ከ12 ወር በታች |
| 4 <input type="checkbox"/> ONE TO THREE YEARS | ከ1 ዓመት በላይ ከ3 ዓመት በታች |
| 5 <input type="checkbox"/> MORE THAN THREE YEARS | ከ3 ዓመት በላይ |
| -8 <input type="checkbox"/> DON'T KNOW | አላውቅም |
| -9 <input type="checkbox"/> REFUSED | ፈ/አ |

8. This question is about the same supplier or broker from the previous question. How much do you agree or disagree with the following statements about that supplier or broker? SELECT ONE BOX PER ROW.

ይህ ጥያቄ ላይ የጠቀሱትን አስመጪዎን/ደላላዎን የተመለከተ ነው። ከሚከተሉት ዓረፍተ ነገሮች በየትኛው እስማማለሁ ወይም አልስማማም ይላሉ? በየረድፉ አንድ ሳጥን ምረጥ ።

	Completely disagree በፍጹም አልስማማም	Somewhat disagree የተወሰነ ያህል አልስማማም	Neutral መስማማትም አለመስማማትም አልችልም	Somewhat Agree የተወሰነ ያህል እስማማለሁ	Completely agree በሚገባ እስማማለሁ	DK አላውቅም	RF ፈ/አ
a. Your supplier or broker approaches their job with dedication አቅርቦታ/ደላላዎን ለስራው ትጉህ ነው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. You see no reason to doubt your supplier's or broker's competence የአቅርቦታ/ደላላዎን ችሎታ ወይም ተወዳዳሪነት ጥያቄ ውስጥ የሚያስገቡበት ምንም ምክንያት የሎትም	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. You can rely on your supplier	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

or broker to make your job easy ስራዎን ቀለል ለማድረግ በአቅራቢዎ/ደላላዎን ላይ ሊተማመኑ ይችላሉ							
d. If you shared your problems with your supplier or broker, he or she would help you ችግሮን ከአቅራቢዎ/ደላላዎን ጋር ከተወያየሁ ሊረዳዎት/ ልትረዳዎት ትችላለች	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. You can freely share your ideas, feelings, and hopes with your supplier or broker ሃሳቦን፣ ስሜቶን እና ተስፋዎን በነጻነት ከአቅራቢዎ/ደላላዎን ጋር መጋራት እችላለሁ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
f. You can freely talk to your supplier or broker and you know he or she would want to listen ከአቅራቢዎ/ደላላዎን ጋር በነጻነት ማውራት እ ችላለሁ እ ነሱም የመስማት ፍላጎት አላቸው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

9. In the past 12 months, have you changed, or thought about changing any of your suppliers or brokers? SELECT ONE.

ባለፉት 12 ወራት ውስጥ አቅራቢዎችዎ ወይም ደላላዎችዎ ከሆኑት ውስጥ ለውጠዋል /ለመለወጥ ፍላጎት አሳይተዋል? አንዱን ምረጡ

- 1 YES አዎ → GO TO #11 (PART B) ወደ #11 ሂድ (ክፍል ቢ)
- 2 NO አይ → GO TO #10 ወደ #10 ሂድ
- 8 DON'T KNOW አላውቅም → GO TO #11 (PART B) ወደ #11 ሂድ (ክፍል ቢ)
- 9 REFUSED ፈ/አ → GO TO #11 (PART B) ወደ #11 ሂድ (ክፍል ቢ)

10. Why haven't you changed, or thought about changing any of your suppliers or brokers? Is it because ... READ ALL RESPONSE OPTIONS. SELECT ONE BOX PER ROW.

አቅራቢዎችዎን ወይም ደላላዎችዎን ከሆኑት ውስጥ ለምን አለወጡም/ለመለወጥ ፍላጎት አሳሳዩም? ምክንያቱም ... ያሉትን አማራጮች በሙሉ አንብብላቸው:: በየረድፉ አንድ ሳጥን ምረጥ ::

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Other suppliers or brokers are not available ሌሎች አቅራቢዎች/ደላላዎን የሉም	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Other suppliers or brokers are too expensive ሌሎች አቅራቢዎች/ደላላዎች በጣም ውድ ናቸው	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. Other suppliers' or brokers' quality is too poor የሌሎች አቅራቢዎች/ደላላዎች ጥራት በጣም የወረደ ነው	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. You are required by law to buy from that supplier or broker በህግ መሰረት ከዛ አቅራቢ/ደላላዎች አንዲገዙ ይጠበቅቦታል	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. It would take too long to find another supplier or broker ሌላ አቅራቢ/ደላላዎች ለማግኘት በጣም ረጅምጊዜ ይወስዳል	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
f. It is too complicated to switch to another supplier or broker (need to buy new machines/software, would disrupt production or services, contracting is complicated)	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

ሌላ አቅራቢ/ደላላዎች ለመቀየር በጣም ችግር አለ (አዳዲስ ማስኖች/ሶፍትዌሮች መግዛት፣ የምርቶች/የአገልግሎቶችን የሥራ ሂደት ያወሳሰቡበታል)				
g. You are satisfied with the supplier or broker በአቅራቢዎ/ደላላዎች ጥራት እና ዋጋ ደስተኛ ናት	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
h. Some other reason? SPECIFY: _____ ሌላ ምክንያት? ይጠቀስ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

PART B: OPERATIONS

የB ክፍል: የሥራ እንቅስቃሴ

READ TO RESPONDENT: Now I have some questions about how you run your business. ለመላሾች የሚነበብ። አሁን ደግሞ ስለምርቶችዎ እና አገልግሎትዎ ጥቂት ጥያቄዎች አሉኝ።

11. A “skilled” worker has specialized knowledge in a specific trade or function. Skilled workers usually have formal training as an apprentice or through an educational institution. Including yourself, how many skilled workers does your business currently employ? የ“ሰለጠነ” ሰራተኛ ጥሩ የተባለ እውቀት በተወሰነ ንግድ ወይም እንቅስቃሴ ዙርያ ይኖረዋል። ብዙውን ጊዜ የሰለጠነ ሰራተኛ መደበኛ ስልጠና በልምድ ወይም በትምህርት ቤት ያገኘ ነው ። በዚህ መሰረት ንግድዎ እርስዎን ጨምሮ ምን ያህል የሰለጠኑ ቅጥሮች በአሁኑ ወቅት አሉት?

ENTER NUMBER -8 DON'T KNOW -9 REFUSED
 _____ ቁጥር አስገባ አላውቅም ፈ/አ

INTERVIEWER: IS ANSWER FROM #11 GREATER THAN SCREENER #7A? IF SO, RESOLVE THIS DISCREPANCY.

ጠያቂ: በቁጥር #11 የተሰጠው መልስ ከአለፈው ክፍል በ#7a ላይ ካለው የማጣርያ ቃለመጠይቅ ይበልጣል? ከበለጠ ይህን አለመጣጣም እንደሚከተለው ፍታው።

IF #11 IS ZERO, GO TO #13.

#11 0 ከሆነ ወደ ጥያቄ 13 ቀጥል። ካልሆነ ልዩነቱን አስተካክል

12. How much do you agree or disagree with the following statements about skilled workers? ከሚከተሉት አረፍተነገሮች ስለ ሰለጠኑ ሰራተኞች በሚመለከት በምን ያህሉ ይስማማሉ ወይም አይስማማውም? SELECT ONE BOX PER ROW. ከረድፉ አንድ ሳጥን ምረጥ

	Completely disagree በፍጹም አልስማማም	Somewhat disagree የተወሰነ ያህል አልስማማም	Neutral መስማማትም አለመስማማትም አልችልም	Somewhat Agree የተወሰነ ያህል እስማማለሁ	Completely agree በሚገባ እስማማለሁ	DK አላውቅም	RF ፈ/አ
a. It is easy to find workers with the right skills እንደሚፈልጉት ዓይነት የሰለጠነ ሰራተኛ ማግኘት ቀላል ነው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Family or friends are good ways of finding skilled workers. ከጓደኛ ወይም ከዘመድ የሰለጠነ ሰራተኛ ማግኘት ጥሩ መንገድ ነው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. You can afford to hire skilled workers	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

የሰለጠነ ሰራተኛ ለመቅጠር አቅሙ አሎት							
d. Your skilled workers have many job opportunities outside of your business የእርስዎ የሰለጠኑ ሰራተኞች ከእርስዎ ንግድ ሌላ ብዙ የሰራ ዕድል አላቸው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

13. Have you purchased updated equipment or technology such as machines, computers, or tools in the past 12 months? SELECT ONE ANSWER.

ባለፉት 12 ወራት ውስጥ ዘመናዊ መሳሪያዎች/ቴክኖሎጂ ማለትም እንደ ማሽኖች፣ ኮምፒውተሮች እና ቁሳቁሶች ገዝተው ያውቃሉ? አንዱን መልስ ምረጥ

- 1 YES አዎ 0 NO አይ -8 DON'T KNOW አላውቅም -9 REFUSED ፈ/አ

14. How likely are you to buy updated equipment or technology such as machines, computers, or tools in the next 12 months? SELECT ONE ANSWER.

በሚቀጥሉት 12 ወራት ውስጥ የተሻሻሉ መሳሪያዎች/ቴክኖሎጂ ማለትም እንደ ማሽኖች፣ ኮምፒውተሮች እና ቁሳቁሶች ለመግዛት ምን ያህል ዝግጁ ነኝ ይላሉ? አንድ መልስ ብቻ ምረጥ

- 1 Very likely በጣም ዝግጁ -8 DON'T KNOW አላውቅም
2 Somewhat likely የተወሰነ ያህል ዝግጁ -9 REFUSED ፈ/አ
3 Not at all likely ያልተዘጋጀ

15. How much do you agree or disagree with the following statements about buying updated equipment or technology? SELECT ONE BOX PER ROW.

ከሚከተሉት አረፍተነገሮች ውስጥ የተሻሻሉ መሳሪያዎች/ቴክኖሎጂዎች በመግዛት ላይ ምን ያህል ይስማማሉ ወይም አይስማሙም? ከረድፉ አንድ ሳጥን ምረጥ

	Completely disagree በፍጹም አልስማማም	Somewhat disagree የተወሰነ ያህል አልስማማም	Neutral መስማማትም አለመስማማትም አልችልም	Somewhat Agree የተወሰነ ያህል እስማማለሁ	Completely agree በሚገባ እስማማለሁ	DK አላውቅም	RF ፈ/አ
a. Updated equipment or technology is too expensive for your business የተሻሻሉ መሳሪያዎች/ቴክኖሎጂዎች ለንግድ ተቋምዎ በጣም ውድ ናቸው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Your workers have the skills to operate updated equipment or technology ሰራተኞችዎ የተሻሻሉትን መሳሪያዎች/ቴክኖሎጂዎች የመጠቀም ችሎታ አላቸው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. You know a lot about updated equipment or technology ስለ ተሻሻሉ መሳሪያዎች/ቴክኖሎጂዎች ብዙ ያውቃሉ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

d. It is easy to repair updated equipment or technology ተሻሻሉ መሳሪያዎችን/ቴክኖሎጂዎች መጠገን ቀላል ነው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. Buying updated equipment or technology would make your business more money የተሻሻሉ መሳሪያዎች/ቴክኖሎጂዎች መግዛት ንግድን ገንዘብ ያስገኛል	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

16. How many times has the government inspected your business in the past 12 months? INCLUDE INSPECTIONS BY ANY GOVERNMENT AGENCY. COUNT THE NUMBER OF TIMES INSPECTED, NOT THE NUMBER OF DAYS.

ባለፉት 12 ወራት ውስጥ መንግስት ምን ያህል ጊዜ ንግድዎን መርምሮታል?

ምን ያህል ጊዜ የመንግስት አካል ዕንደመጣ መዝግብ! ቀኑን ሳይሆን ምን ያህል ጊዜ እንደሆነ መዝግብ

ENTER NUMBER

-8 DON'T KNOW

-9 REFUSED

_____ ቁጥር አስገባ

አላውቅም

ፈ/አ

IF #16 IS ZERO, GO TO #018 #16 ከሮ ከሆነ ወደ #18 ሂድ

17. During your last inspection, did the inspector ... SELECT ONE BOX PER ROW.

ባለፈው ምርመራ ላይ፣ መርማሪው ከረድፉ ላይ አንድ ሳጥን ምረጥ

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Show government identification? የመንግስት መታወቂያ አሳይተዋል?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Explain what parts of your business were being inspected? የንግድዎ የትኛውን ክፍል እንደሚመረምር አብራርተዋል?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. Demonstrate knowledge of your inspection history? የምርመራ ማህደሮን/ታሪክን አመለክተዋል?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. Explain why you were chosen for an inspection? ለምርመራ ለምን እንደተመረጡ አብራርተዋል?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. Inform you of the inspection results? የምርመራውን ውጤት ለእርስዎ ይነግሮታል?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

18. Are you a member of a business membership association, including sector associations, Chamber of Commerce, or any other government or non-government business associations? SELECT ONE.

የንግድ አባላት ማህበራት ማለትም የቻምበር ኮሚሽን ጨምሮ የሌሎች ተቋማት የመንግስት ወይም መንግስታዊ ያልሆነ አባል ናት? አንዱን ምረጡ

1 YES

0 NO

-8 DON'T KNOW

-9 REFUSED

አዎ

አይ

አላውቅም

ፈ/አ

19. How much do you agree or disagree with the following statements about your competitors?

ስለተፈካካሪዎችዎ ከሚከተሉት ዐረፍተ ነገሮች በየትኛው ይስማማሉ ወይም አይስማሙም?

SELECT ONE BOX PER ROW.

ከረድፉ ላይ አንድ ሳጥን ብቻ ምረጥ

	Completely	Somewhat	Neutral	Somewhat	Completel	DK	RF
--	------------	----------	---------	----------	-----------	----	----

	disagree በፍጹም አልስማማም	disagree የተወሰነ ያህል አልስማማም	መስማማትም አለመስማማትም አልችልም	Agree የተወሰነ ያህል እስማማለሁ	y agree በሚገባ እስማማለሁ	አላውቅ	ፈ/አ
a. You think about your competitors when developing products or services ምርቶችዎን ወይም አገልግሎቶችዎን ሲያሳድጉ ስለ ተፎካካሪዎ ያስባሉ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. You know a lot about your competitors' products or services ስለ ተፎካካሪዎ ምርቶች ወይም አገልግሎቶች ብዙ ያውቃሉ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. You know how your competitors set their prices ተፎካካሪዎ ዋጋዎቻቸውን እንዴት እንደሚያወጡ ያውቃሉ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. You are aware of your competitors' plans for the future ስለተፎካካሪዎ የወደፊት ዕቅድ መረጃ አልዎት	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

PART C: OUTBOUND LOGISTICS
የር ክፍል: የምርት ስርጭት

READ TO RESPONDENT: Now I have some questions about product storage and distribution.
ለመላሾች የሚነበብ: አሁን ደግሞ የምርት ስርጭት እና ክምችት ላይ ጥቂት ጥያቄዎች አሉኝ።

20. Do you currently use ... በአሁኑ ወቅት... ይጠቀማሉ?			21. IF USE (20=YES): Does the government require you to use certain businesses for .. መልስዎ አዎ ከሆነ (ጥያቄ 20)... መንግስት የሚከተሉትን የንግድ ስራዎች ከተወሰኑ ነጋዴዎች እንዲጠቀሙ ያስገድዳታል...		22. IF USE (20=YES): Overall, how satisfied or dissatisfied are you with your ... መልስዎ አዎ ከሆነ (ጥያቄ 20)... ምን ያህል ደስተኛ ነኝ/አይደለሁም ይላሉ?						
	1 <input type="checkbox"/> YES አዎ	0 <input type="checkbox"/> NO አይ	1 <input type="checkbox"/> YES አዎ	0 <input type="checkbox"/> NO አይ	Com-pletely Sat. በጣም ደስተኛ ነኝ	Some-what sat. የተወሰነ ያህል ደስተኛ ነኝ	Neutral ደስተኛ ነኝም አይደለሁምም አልችልም	Some-what dissat. የተወሰነ ያህል ደስተኛ አይደለም	Com-pletely dissat. በሙሉ ደስተኛ አይደለም	DK አላውቅም	RF ፈ/አ
a.Product storage የምርት ክምችት	1 <input type="checkbox"/> YES አዎ	0 <input type="checkbox"/> NO አይ	1 <input type="checkbox"/> YES አዎ	0 <input type="checkbox"/> NO አይ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b.Product packaging የምርት	1 <input type="checkbox"/> YES አዎ	0 <input type="checkbox"/> NO አይ	1 <input type="checkbox"/> YES አዎ	0 <input type="checkbox"/> NO አይ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

ማሸግ	አላውቅም	ፈ/አ	አላውቅም	ፈ/አ							
c.Product transport የምርት መጓጓዣ	1 <input type="checkbox"/> YES አዎ	0 <input type="checkbox"/> NO አይ	1 <input type="checkbox"/> YES አዎ	0 <input type="checkbox"/> NO አይ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
	-8 <input type="checkbox"/> DK አላውቅም	-9 <input type="checkbox"/> RF ፈ/አ	-8 <input type="checkbox"/> DK አላውቅም	-9 <input type="checkbox"/> RF ፈ/አ							

IF #20A IS "YES": የቁጥር 20A መልስ አዎ ከሆነ

23. Have you ever shared a storage facility with another business?

ከሌላ ነጋዴ ጋር የምርት ማከማቻ/መጋዘን ተጋርተው ያውቃሉ?

- 1 YES → GO TO #25 አዎ → ወደ ቁጥር 25 ሂድ
- 0 NO → GO TO #24 አይ → ወደ ቁጥር 24 ሂድ
- 8 DON'T KNOW አላውቀውም → GO TO #25
- 9 REFUSED ፈ/አ → GO TO #25

IF #23 IS "NO": የቁጥር 23 መልስ አይ ከሆነ

24. Why haven't you ever shared storage with another business? Is it because ...

READ ALL RESPONSE OPTIONS. SELECT ONE BOX PER ROW.

ለምንድን ነው ከሌሎች ነጋዴዎች ጋር መጋዘን ያልተገኘው? ምክንያቱም...

ያሉትን አማራጮች በሙሉ አንብብላቸው:: በየረድፉ አንድ ሳጥን ምረጥ ::

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. You had never thought of it? አስበውት አያውቁም?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. You can't find businesses who want to share? ለመጋራት የሚፈልጉ ነጋዴዎች ማግኘት አይቻልም?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. You don't trust other businesses? ሌሎች ነጋዴዎችን አያምኑቸውም?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. The extra cost savings are not worth the effort? የሚገኘው የተጨማሪ ወጪ ቁጠባ ልፋቱን አያካክስም?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. Laws or regulations prohibit sharing? ህግ ወይም ደንብ መጋራትን አይፈቅድም?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
f. Other, SPECIFY: _____ ሌላ:ይጥቀስ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

PART D: SALES AND MARKETING

የD ክፍል: ሽያጭ እና ግብይት

READ TO RESPONDENT: The next questions are about sales and marketing.

ለመላሾች የሚነበብ: የሚቀጥለው ጥያቄ ስለ ሽያጭ እና ግብይት ነው

25. In the past 12 months have you ... SELECT ONE BOX PER ROW.

ባለፉት 12 ወራት ውስጥ... በየረድፉ አንድ አንድ ሳጥን ምረጥ

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Advertised in radio, newspapers, magazines, or TV? በቲቪ፣በሬድዮ፣ በጋዜጣ ወይም በመጽሔት አስተዋውቀዋል?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Advertised on billboards? በየመንገዱ የሚቆሙ ትልልቅ ሰሌዳዎች/ቢልቦርዶች ላይ አስተዋውቀዋል?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. Hung up signs? ምልክቶችን በመስቀል?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. Asked people for introductions to new customers? ሰዎች አዳዲስ ደንበኞች እንዲያመጡልዎ በመጠየቅ?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

e. Used word of mouth? በወራ በወራ?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
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26. IF NO TO BOTH ADVERTISING ITEMS (25A, 25B): Why don't you advertise? Is it because ...
ምክንያትዎ በቁጥር 25A እና 25B ከተጠቀሰው መልስ አይ ከሆነ: ለምን አያስተዋውቁም?
 READ ALL RESPONSE OPTIONS. SELECT ONE BOX PER ROW.
ያሉትን አማራጮች በሙሉ አንብብላቸው:: በየረድፉ አንድ ሳጥን ምረጥ ::

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Advertising is too expensive? ማስታወቅያ በጣም ውድ ነው?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Advertising is too complicated or takes too much time? ማስታወቅያ በጣም አስቸጋሪ ነው ወይም ብዙ ጊዜ ይወስዳል?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. Advertising wouldn't help business (you have enough customers without advertising) ? ማስታወቂያ ንግድዎን አይጠቅምም (ያለማስተዋወቂያ በቂ ደንበኞች አሉኝ)?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. Advertising might led to more government attention (inspections, auditing) ? ማስታወቅያ የመንግስትን እይታ ይበልጥ ሊሰጥ ይችላል (ምርመራ፣አዲት)?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. Other, SPECIFY: _____ ሌላ ካለ ይጠቀስ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

27. I'd like to ask you how you determine the price for your products and services in the past 12 months. Do you? SELECT ONE BOX PER ROW.
ባለፉት 12 ወራት ለምርቶችዎ ወይም ለአገልግሎቶችዎ ዋጋ እንዴት እንደሚተምኑ መጠየቅ እፈልጋለሁ:: ይጠቀማሉ? አንድ መልስ ከሳጥኑ ይምረጡ?

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Look at your competitors' prices የተፎካካሪዎቹን ዋጋ በመመልከት	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Use a price mandated by an association or organization በማኅበር/በድርጅት የተወሰነ ዋጋ ይጠቀማሉ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. Use the government-mandated price መንግስት በሚደወጣው የዋጋ ተመን	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. Ask customers what they are willing to pay (incl. bargaining) ደንበኞች ለመክፈል ፍቃድኝ የሆኑትን ዋጋ በመጠየቅ (መክራክርን ጨምሮ)	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. Set your price based on your cost ከወጪዎ በመነሳት የእራስዎ ዋጋ ተመን ማበጀት	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
f. Other, SPECIFY: _____ ሌላ ካለ ይጠቀስ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

28. How often do the following things happen? SELECT ONE BOX PER ROW.
ከሚከተሉት አረፍተ ነገሮች ውስጥ የትኞቹ ይበልጥ ይከሰታሉ? ረድፉ አንድ ሳጥን ምረጥ

	Never በጭራሽ	Sometimes አንዳንዴ	Often በብዛት	DK አላውቅም	RF ፈ/አ	NA አይመለከተውም
a. Customers you offer credit to pay you back on time ዱቤ የሚሰጧቸው ደምበኞች በጊዜ ይከፍላሉ::	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>	-1 <input type="checkbox"/>
b. After you deliver your product or service, your customers ask for a cheaper	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>	-1 <input type="checkbox"/>

price ምርትዎን ወይም አገልግሎትዎን ካቀረቡ በኋላ ደንበኞችዎ ርካሽ ዋጋ ይጠይቃሉ						
c. After you deliver your product or service, your customer asks for additional products or services without additional payment ለደንበኛዎ ምርትዎን/አገልግሎትዎን ካቀረቡ በኋላ ተጨማሪ ምርት/አገልግሎት ያለክፍያ እንዲሰጡ ይጠየቃሉ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>	-1 <input type="checkbox"/>

PART E: FINANCES AND LEGAL SUPPORT

የፎካል: ፋይናንስ እና የህግ ድጋፍ

29. Do you have an *ekob*? SELECT ONE.

እቁብ አለኝ? አንዱን ይምረጡ

YES → GO TO #30

አዎ → ወደ ቁጥር 30 ሂዱ/ጂ

NO → GO TO #033

አይ → ወደ ቁጥር 33 ሂዱ/ጂ

DON'T KNOW

አላውቅም

REFUSE

ፈ/አ

→ GO TO #033

→ ወደ ቁጥር 33 ሂዱ/ጂ

→ GO TO #33

→ ወደ ቁጥር 33 ሂዱ/ጂ

30. How often do you contribute to the *ekob*? SELECT ONE.

በምን ያህል ጊዜ ነው እቁቡን የሚጥሉት? አንዱን ይምረጡ

1 Daily በየቀኑ

2 Weekly በሳምንት

3 Every 2-3 weeks ከ2-3 ሳምንት

4 Monthly or less በወር ወይ ይነሰ

-8 DON'T KNOW

-9 REFUSED

አላውቅም

ፈ/አ

31. Who are members of your *ekob*? SELECT ONE BOX PER ROW.

እቁቡን የሚጥሉት ከማን ጋር ነው? በየረድፉ አንድ ሳጥን ምረጥ

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Family members ከቤተሰቦች ጋር	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Friends ከጓደኞች ጋር	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. Business associates ከንግድ ባልደረቦቹ ጋር	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

32. How important is the *ekob* in helping you grow your business? SELECT ONE.

እቁብ ለንግድዎ እድገት ምን ያህል አስፈላጊ ነው? አንዱን ይምረጡ

1 Very important በጣም አስፈላጊ

2 Moderately important በመጠኑ አስፈላጊ

3 Somewhat important የተወሰነ ያህል አስፈላጊ

4 Not at all important አስፈላጊ አይደለም

-8 DON'T KNOW

-9 REFUSED

አላውቅም

ፈ/አ

33. In the past 12 months, did you apply for a loan or a line of credit from a bank or financial institution?

ባለፉት 12 ወራት ውስጥ ለንግድዎ ከባንክ/ከገንዘብ ድርጅት ብድር ለማግኘት አመልክተው ያውቃሉ?

YES → GO TO #35

አዎ → ወደ ቁጥር 35 ሂዱ

NO → GO TO #34

DON'T KNOW

አላውቅም

REFUSED

→ GO TO 35

→ ወደ ቁጥር 35 ሂዱ

→ GO TO 35

አይ → ወደ ቁጥር 34 ሂድ

ፈ/አ

→ ወደ ቁጥር 35 ሂድ

34. Why did you not apply for a loan or line of credit? DO NOT READ RESPONSE OPTIONS.

PROBE AS NECESSARY. CODE RESPONDENT ANSWER.

ለምንድን ነው ብድር/የድብ አገልግሎት ለማግኘት ያላመለከቱበት?

ያሉትን አማራጮች አታንብቡላቸው። አስፈላጊ ከሆነ አብራራ። የመለሱትን ብቻ አመልክት።

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. You didn't need a loan or line of credit ብድር ማግኘት አላስፈለገም ነበር	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Religious reasons በሃይማኖት ምክንያት	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. You wouldn't be approved ፈቃድ ስለማያገኙ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. Interest rates were too high የወለድ መጠን በጣም ከፍተኛ ነው	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. You didn't have the collateral የብድር ማስያዣ ስለሌልዎ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
f. You didn't know how to apply እንዴት እንደሚጠየቅ ስለማያውቁ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
g. Applying for a loan or line of credit was too complicated ብድር ለማግኘት በጣም አስቸጋሪ ስለሆነ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
h. The loan or credit amount would have been too small የሚሰጠው የብድር መጠን በጣም ትንሽ ስለሆነ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
i. Other, SPECIFY: _____ ሌላ ካለ፣ ይጻፍ	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

35. Think about all the small and medium businesses you know about. How many of those businesses do you think have all of the necessary licenses and permits from the government? DO NOT ASK ABOUT RESPONDENT'S BUSINESS.

በአጠቃላይ የሚያውቁቸውን ትናንሽና መካከለኛ ንግዶች ያስቡ። ምን ያህሉ ንግዶች ናቸው አስፈላጊውን የንግድ ፍቃድ እና የመንግስት ፍቃድ ያላቸው? ስለራሱ ንግድ በተመለከተ አይጠይቁ

- 1 All ሁሉም → GO TO #37 ወደ ቁጥር 37 ሂድ
- 2 Most አብዛኞቹ → GO TO #36 ወደ ቁጥር 36 ሂድ
- 3 Half ግማሹ → GO TO #36 ወደ ቁጥር 36 ሂድ
- 4 A few ጥቂቱ → GO TO #36 ወደ ቁጥር 36 ሂድ
- 5 None ምንም → GO TO #36 ወደ ቁጥር 36 ሂድ
- 8 DON'T KNOW አላውቅም → GO TO #37 ወደ ቁጥር 37 ሂድ
- 9 REFUSED ፈ/አ → GO TO #37 ወደ ቁጥር 37 ሂድ

36. Why do you think some businesses might not have all the necessary government licenses and permits? Is it because ... DO NOT ASK ABOUT RESPONDENT'S BUSINESS. READ ALL RESPONSE OPTIONS. SELECT ONE BOX PER ROW.

ለምንድን ነው አንዳንድ ንግዶች አስፈላጊውን የንግድ ፍቃድ እና የመንግስት ፍቃድ የሌላቸው? ምክንያቱም... ስለራሱ ንግድ በተመለከተ አይጠይቁ። ያሉትን አማራጮች በሙሉ አንብብላቸው። በየረድፉ አንድ ሳጥን ምረጥ።

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Procedures to get the licenses and permits are too complicated? ንግድ ፍቃድ ወይም ፍቃድ ለማግኘት ያለው ሂደት በጣም አስቸጋሪ ስለሆነ?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. It takes too long to get the licenses and permits?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

ንግድ ፍቃድ ወይም ፍቃድ ለማግኘት ረጅም ጊዜ ስለሚፈጅ?				
c. Businesses would be inspected more often? ንግዱ ይበልጥ ምርመራ ስለሚደረግበት?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. It is difficult to know about new or revised regulations? አዲስ ደንብ ሲወጣ ወይም ሲከለስ ለማወቅ አስቸጋሪ ስለሆነ?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. Businesses would have to pay more taxes? ከጋዴዎችን ይበልጡት ቀረጥ ስለሚያስከፍላቸው?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
f. Businesses don't know how to get the licenses and permits? ከጋዴዎች እንዴት ንግድ ፍቃድ ወይም ፍቃድ ማግኘት እንዳለባቸው ስለማያውቁ?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
g. There is no benefit in getting the licenses and permits? ንግድ ፍቃድ ወይም ፍቃድ በማውጣት ምንም ትርፍ ስለማይገኝ?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
h. Businesses don't have the personal connections needed to get the licenses and permits? ከጋዴዎች ንግድ ፍቃድ እና ፍቃድ ለማግኘት የሚያስችል አስፈላጊ ግላዊ ግንኙነት እና ዝምድና (በእውቅናም የሚገኝ) ስለሌላቸው?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

PART F: FUTURE PLANS
የፍጡራ የወደፊት ዕቅድ

37. We are almost done with the survey. I just have a few more questions. Think about the different ways of growing your business in the future. In your opinion, how effective are the following ways for your business to earn more money? SELECT ONE BOX PER ROW.
ጥናቱን ለመጨረስ ጥቂት ጥያቄዎች ቀርተውናል። ለወደፊት ንግድዎን የሚያሳድጉበትን የተለያዩ መንገዶች ያስቡ። በእርስዎ አስተያየት የሚቀጥሉት መንገዶች ለንግድዎ ምን ያህል ውጤታማ እንደሆኑ ይጠቁሙኝ? በእያንዳንዱ ረድፍ አንድ ሳጥን ምረጥ

	Not at all effective ባጠቃላይ ውጤታማ ያልሆነ	Somewhat effective የተወሰነ ያህል ውጤታማ የሆነ	Moderately effective በመጠኑ ውጤታማ	Very effective በጣም ውጤታማ	DK አላውቅም	RF ፈ/አ
a. Getting better supplies የተሻለ አቅርቦት ማግኘት	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Having more or better skilled workers ይበልጥ የሰለጠኑ/የተሻሉ ሰራተኞች መኖር	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. Knowing more about your competitors ስለተፎካካሪዎቹ ማወቅ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. Having more updated equipment or technology such as machines, computers, tools ይበልጥ የተሻሻሉ ቁሳቁሶች/ቴክኖሎጂ ማለትም እንደ ማሽን፣ ኮምፒውተርና ሌሎች መሳሪያዎች መኖር	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. Storing or delivering your products to market more cheaply or efficiently ምርትዎን ወይም አገልግሎቱን በርካሽ እና ውጤታማ በሆነ መንገድ ማከማቸት ወይም ለገበያ ማቅረብ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
f. Better sales and marketing በተሻለ አሻሻጥ ወይም ግብይት	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
g. Having access to more credit ይበልጥ ብድር የማግኛ መንገድ መኖር	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
h. Better location for your business ለንግድዎ የተሻለ የስራ ቦታ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

38. How much do you agree or disagree with the following statements? SELECT ONE BOX PER ROW.
 በሚከተሉት ዐረፍተ ነገሮች ላይ ምን ያህል መስማማትዎን ወይም አለመስማማትዎን ይገልጹልኛል?
 በእያንዳንዱ ረድፍ አንድ ሳጥን ምረጥ

	Completely disagree በፍጹም አልስማማም	Somewhat disagree የተወሰነ ያህል አልስማማም	Neutral መስማማትም አለመስማማትም አልችልም	Somewhat Agree የተወሰነ ያህል እስማማለሁ	Completely agree በሚገባ እስማማለሁ	DK አላውቅም	RF ፈ/አ
a. In the past 12 months, you have made <u>few</u> changes to your products or services ባለፈው 12 ወራት ውስጥ በምርትዎ/በአገልግሎትዎ ላይ ያደረጉት ለውጥ ትንሽ ነው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. You often introduce products or services <u>before</u> your competitors አብዛኛውን ጊዜ ከተፎካካሪዎ በቀዳሚነት አዳዲስ ምርቶችን/አገልግሎቶችን ያቀርባሉ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. In general, you <u>like</u> to take big risks with chances of very high return በአጠቃላይ ትልቅ ችግሮችን/አደጋዎችን በመጋፈጥ ብዙ ትርፍ ሊያስገኙ የሚችሉ እድሎችን ለመጠቀም እደፍራለሁ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

IF THE QUESTIONNAIRE NUMBER IS ODD, ASK THIS QUESTION:

የመጠየቅ መለያ ቁጥር ጎደሎ ከሆነ ይህንን ጥያቄ ይጠይቁ

39. How much do you agree or disagree with the following statements? SELECT ONE BOX PER ROW.

በሚከተሉት ዐረፍተ ነገሮች ላይ ምን ያህል መስማማትዎን ወይም አለመስማማትዎን ይገልጹልኛል? በእያንዳንዱ ረድፍ አንድ ሳጥን ምረጥ

	Completely disagree በፍጹም አልስማማም	Somewhat disagree የተወሰነ ያህል አልስማማም	Neutral መስማማትም አለመስማማትም አልችልም	Somewhat Agree የተወሰነ ያህል እስማማለሁ	Completely agree በሚገባ እስማማለሁ	DK አላውቅም	RF ፈ/አ
a. You would be very <u>unhappy</u> to spend the rest of your career running this business ቀሪውን የሥራ ዘመኖን ይህንን ሥራ በማንቀሳቀስ ቢያሳልፉ በጣም ደስተኛ አይሆኑም	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. You are willing to do whatever it takes to make your business a success ንግድዎን ስኬታማ እንዲሆን ማንኛውንም ለማድረግ ፈቃደኛ ኖት	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. You have other choices than running your business ይህንን ንግድ ከሚያካሂዱ ይልቅ ሌሎች አማራጮች አሉት	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. Right now, running your business is a matter of necessity በአሁኑ ወቅት የንግድ ስራውን ማንቀሳቀስ መሠረታዊ/የህልውና ጉዳይ ነው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. You do <u>not</u> feel any obligation to remain with your business. ንግድዎን እየሰሩ መቆየት እንደ ግዳጅ አይስማማዎትም	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
f. You would feel guilty if you sold your business or stopped running it ንግድዎን ብተው/ብሸጠ እራስን የመውቀስ ስሜት/የጥፋተኝነት ስሜት ይሰማዎታል	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

IF THE QUESTIONNAIRE NUMBER IS EVEN, ASK THIS QUESTION:

የመጠየቁ መለያ ቁጥር ሙሉ ከሆነ ይህንን ጥያቄ ይጠይቁ

How much do you agree or disagree with the following statements?

SELECT ONE BOX PER ROW.

በሚከተሉት ዐረፍተ ነገሮች ላይ ምን ያህል መስማማትዎን ወይም አለመስማማትዎን ይገልጹልኛል?

በእያንዳንዱ ረድፍ አንድ ሳጥን ምረጥ

	Completely disagree በፍጹም አልስማማም	Somewhat disagree የተወሰነ ያህል አልስማማም	Neutral መስማማትም አለመስማማትም አልችልም	Somewhat Agree የተወሰነ ያህል እስማማለሁ	Completely agree በሚገባ እስማማለሁ	DK አላውቅም	RF ፈ/አ
a. You would be very <u>happy</u> to spend the rest of your career running this business ቀሪውን የሥራ ዘመኖን ይህንን ሥራ በማንቀሳቀስ ቢያሳልፉ በጣም ደስተኛ ይሆናሉ	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. You are <u>not</u> willing to do whatever it takes to make your business a success ንግድዎን ስኬታማ እንዲሆን ማንኛውንም ለማድረግ ፈቃደኛ አይደሉም	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. You feel as if you have little choice but to run your business ይህንን ንግድ የሚያካሂዱት ሌላ አማራጭ እንደሌሎት ስለሚሰማዎት ነው	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. Right now, running your business is <u>not</u> a matter of necessity በአሁኑ ወቅት የንግድ ስራውን ማንቀሳቀስ መሠረታዊ/የህልውና ጉዳይ አይደለም	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
e. You feel an obligation to remain with your business. ንግድዎን እየሰሩ መቆየት እንደ ግዳጅ ይሰማዎታል	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
f. You would <u>not</u> feel guilty if you sold your business or stopped running it ንግድዎን ብተው/ብሸጠው እራስን የመውቀስ ስሜት/የጥፋተኝነት ስሜት አይስማዎትም	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

PART G: OTHER RESPONDENT INFORMATION

ክፍል ሺ: ተጨማሪ የተጠያቂ መረጃዎች

READ TO RESPONDENT: Now, I have a few more questions about you and your business.

ለተጠያቂ የሚነበብ: አሁን እርሶንና ንግድን በተመለከተ የተወሰነ ጥያቄዎች አሉኝ።

40. What is the highest level of education that you have completed? DO NOT READ OPTIONS.
 የደረሱበት/ ያጠናቀቁት የትምህርት ደረጃ እባክዎን ይንገሩኝ? አማራጮችን አታንብብ/አታንብቢ
- | | |
|---|--|
| 1 <input type="checkbox"/> DID NOT COMPLETE SECONDARY SCHOOL | የሁለተኛ ደረጃ ትምህርት ያላጠናቀቀ |
| 2 <input type="checkbox"/> SECONDARY SCHOOL COMPLETED | የሁለተኛ ደረጃ ትምህርት ያጠናቀቀ |
| 3 <input type="checkbox"/> VOCATIONAL TRAINING COMPLETED | የሙያ ስልጠና ያጠናቀቀ |
| 4 <input type="checkbox"/> SOME UNIVERSITY/COLLEGE TRAINING COMPLETED | የተወሰነ የዩኒቨርሲቲ/ኮሌጅ ስልጠና ያጠናቀቀ |
| 5 <input type="checkbox"/> GRADUATE DEGREE OR HIGHER COMPLETED | የዲግሪ ምሩቅ / ከዛ በላይ ያጠናቀቀ
(ምሳሌ የመጀመርያ/ባችለር ዲግሪ) |
- 8 DON'T KNOW አላውቅም
 -9 REFUSED ፈ/አ

41. Last week, how many hours did you spend working at your business?
 ባለፈው ሳምንት ምን ያህል ሰዓት ነው በንግድዎ ላይ ያሳለፉት?
 ENTER NUMBER -8 DON'T KNOW አላውቅም
 ቁጥር ያስገቡ -9 REFUSED ለመመለስ ፍቃደኛ አይሉም

42. Think about all the people you know who own or are in charge of running a business day-to-day in Addis with between 3 and 99 employees. You can know them either through business or personally. How many of these people do you regularly interact with in the following sectors?
 NOTE: DON'T KNOW IS NOT AN OPTION. RESPONDENT MUST GIVE AN ESTIMATE.
 የሚያውቁቸውን የንግድ ባለቤቶች/ሥራ አስኪያጆች ያስቡ እና እነኚ ነጋዴዎች 3 እና ከ3 ባለይ ሰራተኞች ያሏቸው ይሆናሉ። እነኚን ነጋዴዎች የሚያውቁቸው ከንግድዎ ጋር በተያያዘ መንገድ/በጓደኝነት ሊሆን ይችላል። በየትኛው የንግድ ዘርፍ ውስጥ እንደሆኑ ይጠቁሙኝ። አላውቅም መልስ አይሆንም። ተጠያቂው እንዲነግሩት አግባባ/ቢ

- | | |
|---|--|
| a. _____ Manufacturing (including agro-processing)
አምራች (የእርሻ ምርቶችን ጨምሮ) | -9 <input type="checkbox"/> REFUSED
ፈ/አ |
| b. _____ Service
አገልግሎት | -9 <input type="checkbox"/> REFUSED
ፈ/አ |
| c. _____ Trade
ንግድ | -9 <input type="checkbox"/> REFUSED
ፈ/አ |

43. What ethnic group best describes you? (DO NOT READ RESPONSE OPTIONS)
 ምን አይነት ብሄር ይገልጻልዎታል? (አማራጮችን አታንብብ/ቢ)
- | | | | |
|--|--|--|---|
| 1 <input type="checkbox"/> OROMO
አሮሞ | 2 <input type="checkbox"/> AMHARA
አማራ | 3 <input type="checkbox"/> TIGRAYA
ትግራይ | 4 <input type="checkbox"/> GURAGHE
ጉራጌ |
| 5 <input type="checkbox"/> OTHER-SOUTHERN
ሌላ ደቡብ | 6 <input type="checkbox"/> NON-ETHIOPIA
ኢትዮጵያዊ ያልሆነ | 7 <input type="checkbox"/> HARARI
ሃረሪ | |
| 8 <input type="checkbox"/> OTHER SPECIFY
ሌላ _____ | -8 <input type="checkbox"/> DON'T KNOW
አላውቅም | -9 <input type="checkbox"/> REFUSED
ፈ/አ | |

44. Including this survey, please tell me the number of surveys you have ever taken.
 ይህንን ጥናት ጨምሮ እስከአሁን ምን ያህል ጥናቶች ላይ እንደተሳተፉ እባክዎ ይንገሩኝ።
 ENTER NUMBER -8 DON'T KNOW -9 REFUSED

_____ ቁጥር ያስገቡ አላውቅም ፈ/አ

45. In the last fiscal year, what was the total annual revenue for this business? SELECT ONE ANSWER. ባሳለፍነው አመት ምን ያህል ገቢ ነበርዎት? አንዱን መልስ ምረጥ

- 1 እስከ ET B < 50,000
- 2 ብር ET B 50,001 –100,000
- 3 ብር ET B 100,001 –250,000
- 4 ብር ET B 250,001 -500,000
- 5 ብር ET B 500,001 - 750,000
- 6 ብር ET B Over 750,000
- 7 BUSINESS IS LESS THAN ONE YEAR OLD. INCLUDE REVENUE AND TIME PERIOD IF POSSIBLE: _____
ከአንድ ዓመት በታች የሆነው ንግድ ከሆነ ጠቅላላ ገቢውን እና የተቋቋመበትን ጊዜ ዳፍ
- 8 DON'T KNOW አላውቅም
- 9 REFUSED ፈ/አ

46. In the last fiscal year, did your business... SELECT ONE ANSWER. ባሳለፍነው አመት ምን ያህልን ግድዎ... አንዱን መልስ ምረጥ

- 1 Make money? ትርፍ አግኝተዋል
- 2 Lose money? ከሰረዋል
- 3 Break even? አላተረፉም/አልከሰሩም
- 8 DON'T KNOW አላውቅም
- 9 REFUSED ፈ/አ

PART H: CLOSING
ክፍል ኤች: መዘጋጀት

47. That is the end of the survey questions. Before we finish, I wanted to ask you a few questions about the survey questions. Could you tell me ... (SELECT ONE BOX PER ROW.) የመጨረሻዎቹ የጥናቱ ጥያቄዎች ናቸው:: ከመጨረሻዎቹን በፊት ጥናቱን በተመለከተ የተወሰኑ ጥያቄዎች አሉኝ (በእያንዳንዱ ረድፍ አንድ ሳጥን ምረጥ)

	YES አዎ	NO አይ	DK አላውቅም	RF ፈ/አ
a. Was the survey interesting? ጥናቱ አስደሳች ነበር?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
b. Did you think the questions were hard to understand? ጥያቄዎቹን ለመረዳት አስቸጋሪ ነበር ትላለህ/ትያለሽ?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
c. Did you have difficulty coming up with your answers? መልሶቹን ለመመለስ አስቸጋሪ የሆኑ ሁኔታዎች ነበር ትላለህ/ትያለሽ?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>
d. Did you think the survey was too long? የጥናቱ መጠይቅ በጣም ረጅም ነበር ብለው ያስባሉ?	1 <input type="checkbox"/>	0 <input type="checkbox"/>	-8 <input type="checkbox"/>	-9 <input type="checkbox"/>

GIVE RESPONDENT INCENTIVE. END INTERVIEW. ለተሳታፊው ስጦታውን ይስጡ:: መጠይቁን ጨርሱ

Time End:
የተፈጸመበት ሰዓት: _____

USE ETHIOPIAN TIME
የኢትዮጵያ ሰዓት አቆጣጠር

PART I: **Guidelines** for requesting that the respondent recruit additional respondents

We would like your help in finding three other people you know to participate in this survey. We are looking for (1) owners or day-to-day managers of (2) small and medium businesses (with between 3-100 employees) in (3) Addis, except for (4) agricultural producers.

The interview will take them about 30 minutes. They will receive a leather wallet (like you) if they participate. Also, you will receive mobile phone airtime for each person you recruit. You'll get 50 birr for the first person, 75 birr for the second, and 100 birr for the third.

I'll give you three invitations that you can pass along to potential recruits. The recruits can then contact Waas to schedule an interview. It is important that they recruits have the invitation (or the unique ID code) when they schedule an interview.

Other points about who to invite:

- You should only recruit people that you know personally or through a business relationship. Do not recruit strangers.
- You can only recruit three people, so make sure you only give the invitation to someone that you think will truly complete an interview.

It is really important that you recruit additional people. This survey will help measure the positive aspects and challenges of doing business in Addis. The results of the survey will make it easier to do business.

Do you have any questions?

Are you willing to recruit additional respondents?

YES → WRITE INVITATION IDS ON THE THREE INVITATIONS.
GIVE TO RESPONDENT.
TELL RESPONDENT YOU WILL FOLLOW UP.

NO → ANSWER QUESTIONS.
ASK "WHAT ARE YOU CONCERNED ABOUT?"
ENCOURAGE RESPONDENT. REASSURE ABOUT CONFIDENTIALITY.
IF STILL REFUSES, GIVE INVITATIONS ANYWAY; END INTERVIEW.

PART J: INTERVIEWER DEBRIEFING

1. How much noise was there during the interview? (SELECT ONE.)
 - A lot
 - A moderate amount
 - A little
 - None

2. How many interruptions were there during the interview?
____ ENTER NUMBER

3. How long did all the interruptions last (in total)? (IF NO INTERRUPTIONS, ENTER "0").
____ ENTER NUMBER OF MINUTES

4. Where was the interview conducted? (SELECT ONE.)
 - Respondent business
 - Friend's business
 - A home (either respondent or friend)
 - In a car
 - A café or restaurant
 - Other public places (including chat shop)
 - Other (specify) _____

5. How cooperative was the respondent during the interview? (SELECT ONE.)
 - Very cooperative
 - Moderately cooperative
 - Somewhat cooperative
 - Not at all cooperative

6. How interested was the respondent during the interview? (SELECT ONE.)
 - Very interested
 - Moderately interested
 - Somewhat interested
 - Not at all interested

7. How easy or difficult was it for you to schedule the interview and meet the respondent? (SELECT ONE.)
 - Very easy
 - Somewhat easy
 - Neutral
 - Somewhat difficult
 - Very difficult

8. How easy or difficult do you think it was for the respondent to answer the scale questions (agree/disagree)? (SELECT ONE.)

- Very easy
- Somewhat easy
- Neutral
- Somewhat difficult
- Very difficult

9. How easy or difficult was it for you to administer the “Why don’t you ...” questions? (SELECT ONE.)

- Very easy
- Somewhat easy
- Neutral
- Somewhat difficult
- Very difficult

10. How easy or difficult was it for the respondent to answer the “Why don’t you ...” questions? (SELECT ONE.)

- Very easy
- Somewhat easy
- Neutral
- Somewhat difficult
- Very difficult

11. How many other people were present during the interview (for some or all of the time)?

- ___ NUMBER OF EMPLOYEES PRESENT (NOT INCLUDING RESPONDENT)
- ___ NUMBER OF CUSTOMERS PRESENT
- ___ NUMBER OF OTHER PEOPLE PRESENT

12. Record any other notes about the interview:

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