

2013 wholesale survey

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2013 wholesale survey

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1. Location

+ Add Question

Q1

Edit Question

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1. In which state is your main office based?

- ACT
- NSW
- NT
- QLD
- SA
- TAS
- VIC
- WA

+ Add Question

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2. Staff

+ Add Question ▼

Q2 Edit Question ▼ Move Copy Delete

2. How many staff do you employ

Full Time	<input type="text"/>
Part Time	<input type="text"/>
Casual	<input type="text"/>
Contracted sales rep	<input type="text"/>

+ Add Question ▼

+ Add Page

PAGE 3

Edit Page Options ▼ Add Page Logic Move Copy Delete

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3. Website

+ Add Question ▼

Q3 Edit Question ▼ Edit Question Logic (1) Move Copy Delete

3. Does your your business have a website

- Yes
- No

+ Add Question ▼

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4.

+ Add Question ▼

Q4 Edit Question ▼ Move Copy Delete

4. Please indicate the percentage of your sales in each category in 2012

Road bikes

Mountain bike

BMX

Childrens (other then BMX)

Commuter

Time trial/triathlon

Electric

Other

+ Add Question ▼

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PAGE 5 Edit Page Options ▼ Add Page Logic Move Copy Delete

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5. Website Sales

+ Add Question ▼

Q5 Edit Question ▼ Add Question Logic Move Copy Delete

5. Do you allow product ordering by retailers through your website?

Yes

No

Other (please specify)

+ Add Question ▼ Split Page Here

Q6 Edit Question ▼ Add Question Logic Move Copy Delete

6. Does your website feature real time stock levels for retailers to order stock from?

Yes

No

+ Add Question ▼ Split Page Here

Q7

7. Can consumers purchase products directly from you through the website?

Cannot purchase through website

Complete range

Limited range

Clearance stock only

Other (please specify)

PAGE 6

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6. Bike Mechanics Training

Q8

8. Have you employed any bicycle mechanics in the past 12 months?

Yes

No

Do not sell bikes

PAGE 7

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7. Accredited training

Q9

9. Have you put any of your staff through government accredited bicycle mechanics training in the past 12 months?

Yes

No

+ Add Question ▼ Split Page Here

Q10 Edit Question ▼ Add Question Logic Move Copy Delete

10. Have you put any of your staff through government accredited training (other than mechanics)?

Yes

No

Other (please specify)

+ Add Question ▼ Split Page Here

Q11 Edit Question ▼ Add Question Logic Move Copy Delete

11. Would you support/be happy if the BIA pursued a national industry driven, non-government accredited bicycle mechanic training program for Australian bicycle mechanics?

No - should only focus on government accredited training

Yes - but only where government accredited training is not available

Yes - replace the current training program with a non-accredited industry driven system

Other (please specify)

+ Add Question ▼ Split Page Here

Q12 Edit Question ▼ Add Question Logic Move Copy Delete

12. Would you support a program that within 5 years, your products can only be serviced by a qualified bicycle mechanic?

Yes

No

Don't sell product that is serviced by mechanics

Other (please specify)

+ Add Question ▼

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PAGE 8 Edit Page Options ▼ Add Page Logic Move Copy Delete

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8. Brand product training

+ Add Question ▼

Q13 Edit Question ▼ Add Question Logic Move Copy Delete

13. Do you deliver product training for retailers

In store

In central state location

In central national location

Combination of in store and central

Do not deliver product training for retailers

Other (please specify)

+ Add Question ▼

+ Add Page

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9. Expos/product displays

+ Add Question ▼

Q14 Edit Question ▼ Add Question Logic Move Copy Delete

14. Did you display product at an event in 2012 (please tick all that apply)?

Ausbike

CA Bike and lifestyle show

Tour Down Under

Company product show

MTB event

Triathlon event

Road cycling race

Community cycling event

Other (please specify)

+ Add Question ▼ Split Page Here

Q15 Edit Question ▼ Add Question Logic Move Copy Delete

15. Where are you planning to display products at in 2013?

- Ausbike
- CA bike and lifestyle show
- Tour Down Under
- Company product show
- MTB event
- Triathlon event
- Road cycling race
- Community cycling event

Other (please specify)

+ Add Question ▼

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10. Advertising

+ Add Question ▼

Q16 Edit Question ▼ Add Question Logic Move Copy Delete

16. In 2012, where did you advertise?

- Bicycle website
- Cycling magazine
- Health magazine
- Cycling venue
- Billboard
- Newspaper
- Radio
- Did not advertise products in 2012

Other (please specify)

+ Add Question ▼ Split Page Here

Q17 Edit Question ▼ Add Question Logic Move Copy Delete

17. Where do you plan to advertise in 2013?

- Bicycle website
- Cycling magazine

Health magazine

Cycling venue

Billboard

Newspaper

Radio

Do not plan to advertise products in 2013?

Other (please specify)

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11. Sponsorship

+ Add Question ▼

Q18 Edit Question ▼ Add Question Logic Move Copy Delete

18. To whom did you provide sponsorship in 2012?

Individual rider

Cycling team

Cycling club

Cycling race

Community cycling event

Non cycling community event

Did not sponsor in 2012

Other (please specify)

+ Add Question ▼ Split Page Here

Q19 Edit Question ▼ Add Question Logic Move Copy Delete

19. To whom do you plan to offer sponsorship in 2013?

Individual rider

Cycling team

Cycling club

Cycling race

Community cycling event

Non cycling community event

Did not sponsor in 2012

Other (please specify)

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12. Industry Update

+ Add Question ▼

Q20 Edit Question ▼ Add Question Logic Move Copy Delete

20. The BIA provides a monthly industry update to bicycle wholesalers - how often do you read the undated?

Always

Usually

Sometimes

Rarely

Never

Have never seen it

+ Add Question ▼ Split Page Here

Q21 Edit Question ▼ Move Copy Delete

21. What information included in the industry update do you find the most valuable?

+ Add Question ▼ Split Page Here

Q22 Edit Question ▼ Move Copy Delete

22. How could we improve the supply of information to wholesalers?

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13. Issues of concern

+ Add Question ▼

Q23 Edit Question ▼ Move Copy Delete

23. Please rate these issues as a concern to your business

extreme concern high concern mid concern minimal concern no concern

Offshore internet sales

Getting your own business online

Collapse of retail stores

Not getting qualified and skilled staff

Increase number of brands on the market

Keeping up with bike technology

Long term government investment in infrastructure

Increase in business lease costs

Increase in utility costs

Increase in wage costs

Training of retail staff in your product

Other (please specify)

Text input field for 'Other' category.

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14. Offshore purchasing

+ Add Question ▼

Q24 Edit Question ▼ Move Copy Delete

24. Please estimate the percentage of your bicycle related product which would retail for less than \$1100 (Including GST)

percentage

+ Add Question ▼ Split Page Here

Q25 Edit Question ▼ Add Question Logic Move Copy Delete

25. Do you provide warranty service for your brands if they are purchased from outside Australia?

Always

Usually

Sometimes

Never

Other (please specify)

+ Add Question ▼ Split Page Here

Q26 Edit Question ▼ Move Copy Delete

26. Please indicate the total number of warranty requests in 2012 for products which were purchased outside of Australia?

Number

+ Add Question ▼

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15. Store closures

+ Add Question ▼

Q27 Edit Question ▼ Move Copy Delete

27. How many stores which you supply have closed their doors for financial reasons in 2012?

Number of stores

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16.

+ Add Question ▼

Q28

Edit Question ▼

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28. Are you aware of projects delivered by the Cycling Promotion Fund in 2012?

Yes

No

Unsure

Federal Parliamentary dinner

Moving People 2030 policy development and launch

Riders on the Hill cycling group

Urban Policy Forum

National Transport Summit

Transport tax roundtable

Australian Bicycling Achievement Awards

Nation Building II - lobbying

Parliamentary sports festival

Federal budget submissions

National Urban Policy membership

Council of Capital City Lord Mayors

National Active Travel workshop facilitation

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17.

+ Add Question ▼

Q29 Edit Question ▼ Add Question Logic Move Copy Delete

29. How do you believe 2013 will compare to 2012?

Better

Worse

Same

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18.

+ Add Question ▼

Q30 Edit Question ▼ Move Copy Delete

30. Thank you for taking the time to complete the survey. If you have any further comments please include them here.

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