

MTestJapan.com Basic Consultant Testing Survey

(Sample Template)

Project Name: Australian natural honey survey 16Nov2012 v1-6

Customer: Australia Anytime Honey Pty., Ltd.

Sector: Food/supplements/OTC medicines

Audience: Digital only, Consultants

Explanation: There are 4 steps to using MTest's service: Personal Data -> Survey -> InfoPack -> Quote Request. This template refers to Basic Consultant Survey.

Basic Consultant Survey is a series of questions (in our example, in the food sector) that you want to ask our Consultant. All questions will be translated by us prior to sending to the Consultant. There are two sections to this survey:

- Pre-screening – lets you define minimum experience consultant should have.
- Main Survey – you ask specific questions relating to your product.

How to get there:

- First register, then log-in, then click on any Order Now or Quote Requests link. After filling out your Personal Data, you will be asked to “Create a New Survey”.
- Choose the **Consultant Testing Basic** option
- Enter or modify the default questions as required.

For help, please refer to the “How to Use” instruction box on the Survey page.

CONSULTANT PRE-SCREENING

Note: This is the pre-screening section. The standard length is up to 5 questions, although we recommend no more than 3 to keep the survey sample of a useful size. You may only ask multiple-choice questions, no open-ended questions.

1. Food experience. Contractor has experience in foods product planning, import, promotion, and/or sale
 - Yes
 - No

2. Honey/condiments experience. Contractor has experience with importing/selling honey or other condiments products
 - Yes – honey
 - Yes – other condiments
 - No
3. Depth of involvement
 - Planning and developing honey or related products
 - Buyer or importer of honey or related products
 - Merchandizing for honey or related products
 - Market research for honey or related products
 - Other involvement in honey or related products

MAIN SURVEY QUESTIONS

Note: This is the Consultant Testing Basic main survey. The standard length is 12 questions, although you can buy up to 25 – see pricing for options. Your Consultant will spend approximately 2 minutes to answer each question, for a total of not more than 25 minutes. You may modify/delete/replace any question not marked with an asterisk (*). Those with an asterisk are compulsory and must be left in the survey as is.

Product – Digital Assets Assessment:

1. * Comment on the condition of the photos and other digital assets received for this survey.
 - Excellent Good Poor Unusable
2. * Evaluate the maker’s product positioning statement – relevancy and appropriateness in Japanese market.
 - [_____].
3. From the supplied photos, comment on the shipping packaging appearance – quality, attractiveness, materials used, use of color, images, other feedback.
 - [_____].
4. From the supplied text, comment on the shipping packaging text and directions – applicability, thoroughness, and detail required for Japanese market
 - [_____].
5. From the supplied photos, comment on the internal packaging appearance – quality, attractiveness, materials used, use of color, images, other feedback.
 - [_____].
6. From the supplied text, comment on the internal packaging text and directions – applicability, thoroughness, and detail required for Japanese market.

- [_____].
7. From the supplied photos, comment on the contents container (i.e., the container holding the contents) appearance – quality, attractiveness, materials used, use of color, images, other feedback.
- [_____].
8. From the supplied text, comment on the contents container packaging text and directions – applicability, thoroughness, and detail required for Japanese market.
- [_____].
9. Do the physical size and weight of product, compare favorably with Japanese consumer expectations?
- [_____].
10. From the supplied photos or other digital assets, evaluate the packaging functionality – shape, dispenser special features, etc.
- [_____].

Market

11. Will the special certificates, marks, properties of product (if any) influence Japanese buyers (e.g., organic, FDA certified, no preservatives, etc.)?
- [_____].
12. What do you think of the suggested pricing?
- () Expensive () Cheap () Just right
13. Why?
- [_____].
14. Would you give this product as a present or sample to a friend?
- () Yes () No
15. Why?
- [_____].
16. Will Japanese consumers buy this product online directly from Australia?
- () Yes () No () Maybe
17. Why?
- [_____].
18. * Will this product sell well in Japan?
- () Yes () No () Maybe
19. * Why?
- [_____].

Competition

20. Give the URL for a competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.

- [www._____]

21. Give 2nd URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.

- [www._____]

22. Give 3rd URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.

- [www._____]