

MTestJapan.com Advanced Consultant 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 + physical assets, Consultants

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

Advanced Consultant Survey is a series of questions (in our example, in the food sector) that you want to ask our Consultant, in addition to sending him/her the actual physical product. 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 links. After filling out your Personal Data, you will be asked to "Create a New Survey".
- Choose the **Consultant Testing Advanced** 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 Advanced main survey. The standard length 20 questions, although you can buy up to 25 – see pricing for options. Your Consultant will spend approximately 4-5 minutes to answer each question, for a total of not more than 90 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-related – Digital + Physical Assets Assessment:

1. * Evaluate the maker’s product positioning statement – relevancy and appropriateness in Japanese market
 - [_____].
2. * Condition of shipping packaging as received for this survey – if damaged Consultant should attach photo
 - [_____].
3. Shipping packaging physical appearance – quality, attractiveness, materials used, use of color, images, other feedback.
 - [_____].
4. Shipping packaging text and directions – applicability, thoroughness, and detail required for Japanese market.
 - [_____].
5. If used, internal packaging physical appearance – quality, materials used, and attractiveness comments
 - [_____].

6. Internal packaging text and directions – applicability, thoroughness, and detail required for Japanese market.
 - [_____].
7. Contents container (i.e., the container holding the contents) physical appearance – quality, materials used, and attractiveness comments
 - [_____].
8. Contents container physical appearance – quality, materials used, and attractiveness comments
 - [_____].
9. Contents physical qualities – flow, clarity, consistency, color, smell
 - [_____].
10. If appropriate, contents taste evaluation – strength, sweetness, compatibility with yoghurt/teas and other foods commonly sweetened, other factors
 - [_____].
11. Do the physical size and weight of product, compare favorably with Japanese consumer expectations?
 - [_____].
12. Contents container functionality – opening/closing, ability to preserve contents, dispensing ability, functional design values. (Good or negative comments, improvements needed if any)
 - [_____].

Market

13. Special certificates, marks, properties of product and how they will influence Japanese buyers (e.g., organic, FDA-certified, no preservatives, etc.)
 - [_____].
14. What do you think of suggested pricing?
 - () Expensive () Cheap () Just right
15. Why?
 - [_____].
16. Would you give this product as a present or sample to a friend?
 - () Yes () No
17. Why?
 - [_____].
18. Will consumers buy this product online directly from Australia?
 - () Yes () No () Maybe
19. Why?
 - [_____].

20. * Will this product sell well in Japan?

- () Yes () No () Maybe

21. * Why?

- [_____].

Competition

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

- [www._____]

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

- [www._____]

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

- [www._____]

Regulatory (responses limited by knowledge of Consultant)

25. What regulations apply to this class of product for Japanese Customs and Quarantine?

- [_____].

26. What steps, if any, are required to meet those regulations?

- [_____].

27. Are there any banned ingredients in this product? If so, what?

- [_____].

28. What other regulations apply to this class of product for Japanese health and/or retail standards?

- [_____].

29. What steps, if any, are required to meet those regulations?

- [_____].

30. Can this product be legally self-imported by Japanese customers?

- [_____].