



## SCOTLAND'S GLOBAL CONNECTIONS SURVEY 2018

For guidance on completing the questionnaire please refer to guidance notes which can be found alongside this form on the same web page.

Please enter your Unique Reference Number in the space provided

Your unique reference number is an 11 digit number which can be found on the top left of the letter sent to you (below your address) or the bottom left of each page of the survey form sent to you.

For any assistance, please email [exports.statistics@gov.scot](mailto:exports.statistics@gov.scot) or contact the helpline on 0300 244 6803

### Section 1: Company details

**1** Please amend any details in the boxes below, if required.

Contact name

Company name

Postal Address

Postcode

Tel No.

Email

Website

Contact name

Company name

Postal Address

Postcode

Tel No.

Email

Website

**2** Which country are your headquarters based in?

♦ Refer to notes and attached country list for additional guidance

Scotland

Other – please specify:

**3** Please describe in words the main business activity of your Scottish branch(es)/operation(s).

**4** How many people are employed at the Scottish branch(es)/operation(s) of your company?

♦ Count all those persons who are on the payroll at the end of 2018  
(including part time staff).

## Section 2: Sales and exports

**5** Please give the total sales of goods and services from the Scottish branch(es) of your company in 2018, to the nearest £1,000.

- ◆ Please refer to notes on particular service sectors

Goods £  ,000 + Services £  ,000 = Total £  ,000

**5a** Are the above figures based on?

Recorded sales of branch(es) in Scotland  Value estimated by other means

Calculated share of a UK or GB total, e.g. an employment share

**6** What percentage of your sales in 2018 (as reported in Q5) were to customers in the following locations?

- ◆ Refer to notes and attached country list for additional guidance

**Goods\***

Scotland  % + Rest of UK  % + Rest of EU  % + Rest of World  % = 100%

**Services\***

Scotland  % + Rest of UK  % + Rest of EU  % + Rest of World  % = 100%

\*If you cannot provide a breakdown of goods and services, please provide a total sales breakdown.

**Total**

Scotland  % + Rest of UK  % + Rest of EU  % + Rest of World  % = 100%

**6a** If you have sales to the rest of the UK, please provide a percentage breakdown, if possible:

**Rest of UK**

England  % + Wales  % + Northern Ireland  % + UK Continental Shelf  % = 100%

If you had no sales to customers outside the UK



Go to **8**

**7** Please list the countries where most of your non-UK customers are based, and the amount or percentage of your total sales your total sales (as provided in question 5) that was accounted for by those customers (exports).

- ◆ Values should exclude VAT and any overseas freight costs and insurance ('free on board basis').
- ◆ If the information cannot be broken down into specific countries please provide the region totals.
- ◆ Refer to notes and attached country list for additional guidance.

Country
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

please use a separate sheet if required

**Total for any remaining countries:**

Amount (to nearest £1,000)	Percentage of Total Sales
£ <input type="text"/> ,000	%

£  ,000

%

### Section 3: Barriers to international business

#### 8 What barriers to future international business development exist for the Scottish branch(es)/operation(s) of your company?

◆ Please tick all that apply

- Products/services unsuitable for exports
- Lack of market information
- Language/cultural differences
- Export documentation
- Export credit insurance
- Export finance
- Access to finance in general
- Lack of trained staff

Other (please be as specific as possible)

Lack of resources/management time

High import tariffs in target markets

Currency/exchange rates

Legislation and standards

Setting competitive prices

No spare production capacity

After sales service

Lack of international e-commerce capability

Transport costs

Non tariff barriers

#### 9 Which form(s) of assistance would encourage the Scottish branch(es)/operation(s) of your company to improve International performance?

◆ Please tick all that apply

- Export training
- Export documentation
- International e-commerce
- Developing an international strategy
- Market research
- Exhibiting at trade fairs
- Overseas trade missions

Other (please be as specific as possible)

International marketing

International mentoring/placements

Introduction to overseas customers

Introduction to agents/distributors/jv partners

Information on business opportunities

Information on world aid funded business

Start up facilities overseas

#### 10 If you need help with exporting which organisations would you approach?

◆ Please name the different organisations you would approach in the space below.

## Section 4: Future export destinations

### 11 Please list any countries or regions that you see as future export markets.

- ◆ Include **all** countries you are targeting in the next 12 months.
- ◆ Refer to the attached country list for additional guidance.

#### Country

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

## Section 5: Overseas relationships

### 12 Please list the countries, if any, that your company has existing, or planned relationships with, and state the number of each.

- ◆ Answer only if your business headquarters are based in Scotland.
- ◆ If the information cannot be broken down into specific countries please provide the region totals.
- ◆ Refer to notes and attached country list for additional guidance.

Country Current	Number of subsidiaries	Number of sales offices/ agencies	Number of joint ventures	Number of other relationships
1.				
2.				
3.				
4.				
5.				
6.				
7.				

  

Planned	1.	2.	3.	4.	5.	6.	7.

## Section 6: Your comments

13a Could you please indicate how long this survey form has taken to complete?  hrs  mins

13b Could you indicate the cost of completing this survey form to your business, to the nearest £? £

14 We would welcome any comments you have regarding this questionnaire. Please use the space provided below.