

Questionnaire for the 1 <sup>st</sup> interview		
interviewee		interviewer
interviewee		
title		
backgrounds		
workplace		
TEL		
Duration of employment		
Duration of foundation		
Date		

I. you offer us the information on the company's background?
Name :
Address :
TEL/fax :
Major business :
date of foundation :
Employees :
Capital :
annual turnover :
II. Tenny's 4P
Part I
01. Q : How does the company use and allocate the funds?
02. Q : What principles does Tenny hold to operate the company?
03. Q : What are the main products?
04. Q : How does pens help Tenny make money?
05. Q : What are the procedures for making pens? What equipment is needed?
06. Q : Any changes between the employer and employees?
07. Q : Do ideas come from the company's team or outside?
08. Q : How do you market the pens?
09. Q : What are the product strategies?
10. Q : What are the marketing methods?
11. Q : What are the strategies of promoting?
12. Q : How does the company conduct the in-house training?
13. Q : What is the key to successfully operating the company?

14. Q : How well has the pen industry been developed?
15. Q : What competences does Tenny Co. have?
16. Q : What kind of help do you hope to get from the government?
Part II
1. Q : When did you start manufacturing pens? What's the reason for you to stay in this field?
2. Q : What is your motivation to start the business? Any difficulties you met on raising the funds?
3. Q : Why did you choose to be this industry? Is there any relation to your academic background or previous work?
4. Q : Have you had any difficulties operating the company? How did you overcome them? How do you deal with the competitive business environment?
5. Q : How has being an entrepreneur changes your philosophy of life?
6. Q : Any enouragement for us high school students?
7. Q : What's the interesting thing for being an entrepreneur?
8. Q : Would you please tell us some basic knowledge about pens?

The 2<sup>nd</sup> questionnaire. Interviewee: Mr. Dong Zi Guo.

Interviewee		Venue	
Interviewer		Date	
01. Q : How long have you been involved with manufacturing pens?]			
02. Q : What's Tenny's company structure?			
03. Q : What are the countries you export to?			
04. Q : Did you invest in the equipment boldly?			
05. Q : What do you produce on an OEM basis?			
06. Q : Do you get lots of online orders?			
07. Q : When was Tenny Co. founded?			
08. Q : When did Tenny Co. get the trademark? How much did you spend marketing your own brand?			
09. Q : Can we take a photo of the certificate of trademark?			
10. Q : What does Tenny mean?			
11. Q : How much did you spend setting up your own factories?			
12. Q : Would you please introduce yourself briefly?			