

Appendix 1

RESULTS from 148 Surveyed Business Environment Survey

Please rate the following items as they pertain to your business specifically.

0 = does not apply or do not know

1 = we do not do this

2 = we rarely do this

3 = we sometimes do this

4 = we frequently do this

5 = we always do this

Post-Sale Customer Assistance	0	1	2	3	4	5
Accept returns without questioning	3	average = 1.7				
Assume the customer is always right	12	average = 1.2				
Make returning products fast and easy	4	average = 1.9				
Discourage returns as much as possible	5	average = 4				
Do not allow returns of products even if they are defective	2	average = 3.9				
Customers try to return used products to us	7	average = 4.0				
Settle return claims as quickly as possible	3	average = 3.6				
In Store Service						
Attempt to provide prompt good service to all customers	1	average = 3.5				
Freely evaluate our competitors to our customers	6	average = 4.1				
Comfortable telling customers negatives of your competitors	4	average = 3.5				
False or misleading representations of products in advertisements	11	average = 3.1				
False or misleading representations of products verbally	13	average = 2.0				
Knowingly offer inferior quality products	7	average = 3.6				
Add costs to billable deliveries after customer leaves	4	average = 3.9				
Advertise a product but substitute with different product in store	2	average = 4.1				
Business Practices						
Misuse of company assets / property by employees	0	average = 1.2				
Giving bribes to influence						
Customers	0	average = 1.4				
Employees	0	average = 1.0				
Police	5	average = 2.0				
Other	1	average = 4.5				
Receiving bribes	97	average = 1.8				
Keep accurate records / books	18	average = 3.0				
Customers						
Treat male and female customers the same	0	average = 3.4				
Treat customers differently based on perceived ability to spend	2	average = 4.0				
Discriminate based on ethnic origin	1	average = 3.9				
Refuse entry to gypsies	1	average = 4.7				

Employees

Enforced written code of conduct	72	average = 1.1
We experience employee theft	3	average = 2.7
Specifically train employees	0	average = 4.1
Equip employees with product knowledge	0	average = 2.4
Treat employees differently based on		
Gender	1	average = 3.9
Religion	0	average = 1.9
Family relation to owner	0	average = 3.2
Expect sales over good service	2	average = 4.2

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Please rate the following items as they pertain to your business specifically.

0 = Does not apply or do not know

3 = Agree and Disagree equally

1 = Strongly Disagree

4 = Agree

2 = Disagree

5 = Strongly Agree

The primary goal of a business should be to make profit.

Average = 4.5

Making a profit in your business should be your number one priority.

Average = 4.0

Ethical business decisions are more important than profit.

Average = 2.9

Ethical business decisions are not important if no one will know anyway.

Average = 3.6

If you are making a profit you should not have to worry about ethics.

Average = 2.1

Ethical values are not important to most businesses(businesses other than your own).

Average = 1.8

I should charge the highest possible price that consumers will pay for my product/s.

Average = 4.8

As the owner of my business, it is OK to take home office supplies paid for by the company.

Average = 4.0

An acceptable business practice is to raise the price on a product and then mark it *on sale* at the previous price.

Average =3.4