

## REFERENCES

- Adu G., Adu., Effah B, Frimpong – Mensah K., N.A (2014). Office Furniture Design – Correlation of Worker and chair Dimensions, *International Journal of Science and Research*, 3(3),710-714
- AhramT., Karwowski W. & Amaba B. (2010). Collaborative Systems engineering and Social –networking approach to design and modelling of smarter products.
- Bednarik, E. (2010) Consumer Behaviour Model on the Furniture Market, online, ssssszzzAvailable: [http:// publication.nyme.hu/109/1/06](http://publication.nyme.hu/109/1/06) bednarik pakai.[21<sup>st</sup> July aaaaaaa2015]
- Brain D. (1982). *The productivity Prescription. McGraw-Hill,New York*
- Behaviour & Informant Technology*,30(1), 13-26
- Bertola, P. and Teixeira, J.C. (2003) Design as a Knowledge Agent: How Design as a Knowledge Process is Embedded into Organization to Foster Innovation., *Design Studies Journal*, 24(2), 181-194
- Boon-Kwee N. and Thiruchelvam K. (2011), Tecnological Innovaions in Malasia’s wooden furniture industry: Knowledge and linkages, *African Joirnal of Agricultural Research*, 16(6),3654-3659
- Chandra M. & Neelankavil J.P. (2008). Product development and innovation for developing countries: Potential and challenges. *Journal of Management Development*,27, 1017-1025
- Churchman,A., (2002) *Environmental psychology and urban planning where can the twain meet*,( Published PhD thesis) Faculty of Architecture and Town Planning Technion Israel Institute of Technology.

- Dauids. M. (1999). "how to avoid the 10 Biggest in CRM " Journal of business Strategy, November/December Issue.
- Edwards. J. 2007. "get it together with collaborative CRM" . Available at: <http://www.insidecrm.com/feature/collaborative-crm-112907/>
- Foss B. Stone M. Page K.2002. " The Customer Management Scorecard: Managing CRM for profit", Learning and teaching Fellow. Bolton Institute. UK.
- Gartner Group. 2004. Definition of CRM. Available at:[http:// www.12manage.com/methods\\_customer\\_relationship\\_managment.html](http://www.12manage.com/methods_customer_relationship_managment.html)
- Gummerson E. 1999."Qualitative methods in Management Research"; 2<sup>nd</sup> Ed. Sage Publications.
- Gummerson E.1994. "Marketing Relationship marketing Operational" International Junrnal of Servise Industry Management Bo15.No5.
- Jobber, D. 2004. Principales and practices of marketing. 4<sup>th</sup> Ed. Berkshire, England: McGraw Hill International. (p.514,797)
- Kotler, P. & Keller K.L 2005 Marketing Management (12<sup>th</sup> Ed.) Upper Siddle River. New Jersey; Peason Education Inc.
- LIMEHOUSE D.1999. Know your cusomers. Work study. Volume48 (3) (p. 98-102)
- Lowe, D J and Fenn, P 1997:., "Commercial Management and Quantity Surveying." Pretesh Biawas, ISO 9001:2015 Quality Management System (2016)
- Rao.S.Perry.C.2002.Thinking about Relationship Marketing: where are we now. Journal of business and industrial marketing. MGB up Limited

Ruwanpathirana, N.(2011) Timber Utilization in Sri Lanka, paper presented at conference on Developments in Forestry and Environment in Sri Lanka.

Saunders, M.2000.” Research Methods for Business Students” 3<sup>rd</sup> Edition. Prentice Hall/Financial Times

Shanam,E.(2000)” The Customer relationship management ecosystem”

State Timber Corporation, Annual Reports (2004-2016), State Timber Corporation, Sri Lanka

Tomas Nagel “Pricing as Creative Marketing (1983)

Wilson.R.2006.,”Developing new Business strategies in B@B markets by combining CRM concept and online database” CR. Vol 16.No.1

Yin, K.2008, “Case Study Reasech –Design and Methods”4<sup>th</sup> Ed. Sage publication USA

Youngs, R.L. (1989) History of timber use in concise encyclopaedia of wood and based material. S.1: pergamon press.

## Questionnaire - 01

### Top management .....

1. What are the services rendered through the SOE?
2. How does the market compaction affect SOE?
3. How do you apply SWOT analysis in enhancement of market share
4. What are the actions or steps taken in order to refuse the weakness and threats in the SOWT analysis?
5. How do you apply customer satisfaction for the SOE?
6. How do you determine the quality of timber and timber products?
7. How do you determine the sale price of timber & timber products in SOE?
8. State in manner in which that SOE differs from other timber and timber products suppliers?
9. How would the SOE meet the prevailing competition and the higher demand for furniture in the present market conditions?
10. It is reported through the market analysis that the degree of awareness on the service provide by SOE remains at the lower value? What are steps that would be taken to enhance the market share through improving the awareness of the customer?

## Questionnaire – 02

### Showroom Managers and Depot Officers .....

1. How have they got to know about the information on the service provided by SOE?

- |                          |                   |                          |                               |
|--------------------------|-------------------|--------------------------|-------------------------------|
| <input type="checkbox"/> | Through Promotion | <input type="checkbox"/> | Through a website/ Paper adds |
| <input type="checkbox"/> | Through Person    | <input type="checkbox"/> | Other                         |

2. Are they aware about the service provided through SOE?

- |                          |     |                          |    |
|--------------------------|-----|--------------------------|----|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
|--------------------------|-----|--------------------------|----|

What are they?

- |                          |                            |                          |                                    |
|--------------------------|----------------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | Readymade Furniture        | <input type="checkbox"/> | Sawn Timber/ Logs                  |
| <input type="checkbox"/> | Design Furniture           | <input type="checkbox"/> | Cempas – Important Timber          |
| <input type="checkbox"/> | Timber Texting Certificate | <input type="checkbox"/> | Elephant Poles/ Transmission Poles |

3. In which industry they are employed

- |                          |                        |                          |                 |
|--------------------------|------------------------|--------------------------|-----------------|
| <input type="checkbox"/> | Government Sector      | <input type="checkbox"/> | Privet Sector   |
| <input type="checkbox"/> | Semi Government Sector | <input type="checkbox"/> | Businessmen     |
| <input type="checkbox"/> | Freelancer             | <input type="checkbox"/> | Company Holders |
| <input type="checkbox"/> | Unemployed             | <input type="checkbox"/> | Daily payment   |

4. Customer's monthly Incoming Level

- |                          |                              |                          |                             |
|--------------------------|------------------------------|--------------------------|-----------------------------|
| <input type="checkbox"/> | > Rs 25,000/=                | <input type="checkbox"/> | Rs 25,000/= > Rs. 50,000.00 |
| <input type="checkbox"/> | Rs 50,000/= > Rs. 100,000.00 | <input type="checkbox"/> | more than Rs. 100,000.00    |

5. Age Group

- |                          |              |                          |              |
|--------------------------|--------------|--------------------------|--------------|
| <input type="checkbox"/> | 25 < 35 year | <input type="checkbox"/> | 35 < 45 year |
| <input type="checkbox"/> | 45 < 50 year | <input type="checkbox"/> | 60 < year    |

6. The purpose of buying furniture from SOE

- |                          |                |                          |                  |
|--------------------------|----------------|--------------------------|------------------|
| <input type="checkbox"/> | Personal Usage | <input type="checkbox"/> | Dowry            |
| <input type="checkbox"/> | As a gift item | <input type="checkbox"/> | Business purpose |

7. Are there adequate logs, sawn timber and furniture in order to fulfill the customer requirement?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
<input type="checkbox"/>	They can accomplish our product	<input type="checkbox"/>	They can Order or Design

8. Do you have a variety of design for furniture to facilitate customers with their selections?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Yes but very Old Design
--------------------------	-----	--------------------------	----	--------------------------	-------------------------

9. What is the opinion of the customers about the price of your products?

<input type="checkbox"/>	High Price	<input type="checkbox"/>	Low Price
<input type="checkbox"/>	Reasonable Price	<input type="checkbox"/>	Depend on the Product & Design

10. Are the customers well aware about the custom designs? What is their opinion on the matter?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
<input type="checkbox"/>	Good Service to provide that		

11. Are they satisfied about your services? Do the customers re-arrive to your showrooms for your products?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
--------------------------	-----	--------------------------	----

	Feature	Satisfaction	Dissatisfaction	Others	Improve
1.	Reputation of the SOE				
2.	Price				
3.	Warranty				
4.	Durability & timber Quality of the Product				
5.	Final Product Quality				
6.	Transportation Facilities				
7.	Government Trust				
8.	New technology and SOE Service				
9.	Aftercare Service are good				

12. Do they inquiries about the quality of the furniture depending on their price? What is their opinion on that?

  

Yes  
May be

  

No  
definitely they bagging

13. What is their opinion about the price of the furniture and the kinds of timber that are used in the production?

  

Yes  
May be

  

No  
Definitely they asking about timber quality

14. What are the issues arias with the furniture item?

  

Less Quality  
Design fault

  

More Expensive  
Defect of the timber

15. What is their opinion about the SOE standards?

  

Good  
Improve

  

Bad  
No idea about that

### Questionnaire - 03

SOE customers .....

Name: .....

01. Gender

Male

Female

02. Monthly Incoming Level

> Rs 25,000/=

Rs 25,000/= > Rs. 50,000.00

Rs 50,000/= > Rs. 100,000.00

more than Rs. 100,000.00

03. Age Group

25 < 35 year

35 < 45 year

45 < 60 year

60 < years

04. In which industry are you employed?

Government Sector

Privet Sector

Semi Government Sector

Businessmen

Freelancer

Company Holders

Unemployed

Daily payment

05. Do you Know furniture brand call SOE? How do you know?

Yes

No

Through Promotion

Through a website/ Paper adds

Through Person

Other

06. What comes to your mind first when you hear name State Own Enterprise?

Government Place

Good quality wooden product

Others

No idea



07. As you think, what is the competitive advantage SOE has?

- |                          |                                      |                          |          |
|--------------------------|--------------------------------------|--------------------------|----------|
| <input type="checkbox"/> | Government Trust                     | <input type="checkbox"/> | Guaranty |
| <input type="checkbox"/> | Best quality timber & timber product | <input type="checkbox"/> | Others   |

08. As a public sector organization, do you believe that SOE offer high quality product?

- |                          |     |                          |    |                          |         |
|--------------------------|-----|--------------------------|----|--------------------------|---------|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> | No idea |
|--------------------------|-----|--------------------------|----|--------------------------|---------|

09. What do you think about the price SOE charge for their Products?

- |                          |                  |                          |               |
|--------------------------|------------------|--------------------------|---------------|
| <input type="checkbox"/> | Expensive        | <input type="checkbox"/> | Cheep         |
| <input type="checkbox"/> | Depend on Timber | <input type="checkbox"/> | No clear idea |

10. What is your opinion about SOE product quality?

- |                          |                 |                          |                     |
|--------------------------|-----------------|--------------------------|---------------------|
| <input type="checkbox"/> | Excellent       | <input type="checkbox"/> | Good                |
| <input type="checkbox"/> | Want to improve | <input type="checkbox"/> | Depend on the price |

11. If we take furniture market, do you think SOE have higher market share among the competitors?

- |                          |                    |                          |         |
|--------------------------|--------------------|--------------------------|---------|
| <input type="checkbox"/> | Yes                | <input type="checkbox"/> | No      |
| <input type="checkbox"/> | Government Support | <input type="checkbox"/> | No idea |

12. What is the main differentiating factor SOE have?

- |                          |            |                          |             |
|--------------------------|------------|--------------------------|-------------|
| <input type="checkbox"/> | Brand Name | <input type="checkbox"/> | Trustworthy |
| <input type="checkbox"/> | Quality    | <input type="checkbox"/> | Others      |

13. As you think what are the threats SOE have to face in future?

- |                          |                            |                          |                                    |
|--------------------------|----------------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | Lack of resources - Timber | <input type="checkbox"/> | Custom Design Furniture            |
| <input type="checkbox"/> | Private sector             | <input type="checkbox"/> | Improve marketing strategic plans. |
| <input type="checkbox"/> | Environmental issues.      |                          |                                    |

14. What do you suggest to improve SOE business?

- |                          |                                  |                          |                          |
|--------------------------|----------------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | Used new technology and crafting | <input type="checkbox"/> | Manage product portfolio |
| <input type="checkbox"/> | Proper advertising & promoting   | <input type="checkbox"/> | Custom Design Furniture  |

15. As you think what are the untouched areas of the furniture market by the SOE?

  


Modern Furniture  
 Decorative items

  


Office furniture  
 Export Goods

16. Reason for purchasing SOE product.

	Feature	Satisfaction	Dissatisfaction	Others	Improve
1.	Reputation of the company				
2.	Price				
3.	Quality of the product				
4.	Availability				
5.	Innovativeness with new design				
6.	Warranty				
7.	Transportation is good				
8.	Used new technology (Seasoning and treatment timer)				

17. What do you recommendation to uplift SOE market?

	Recommendation	Good	Bad	Reduce	Improve
1	Final Quality				
2	Price				
3	Comfort and easily used				
4	Modern furniture design Sets (Bedroom sets, living room set)				
5	Simply and easily hold furniture (reduce weight/cleaning)				
6	Transport				
7	After service – warranty				
8	Promotion & advertising				
9	E- Marketing service				
10	Utilization of function				