

PRODUCT DEVELOPMENT IN THE REPUBLIC OF IRELAND

Label Here

1 (a) **Is this plant:** A single-plant company A parent company A subsidiary company
 Other (please specify):.....

(b) **If your plant is a subsidiary company, please specify the country in which your group's headquarters is located:**

(c) **In what year did your plant start production?**

2 **Indicate the main type of production undertaken in your plant:**

One-offs Small batches Large Batches Continuous Production

3 **Indicate which of the following activities are located within your plant. Also, please indicate whether decisions on each activity are made at your plant, or mainly by people in other group companies:**

	Tick if activity in your plant	Decisions are made:		
		At this plant	Jointly	Elsewhere in the group
R&D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personnel Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manufacturing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 **Please indicate approximately what proportion of the people who work in your plant have:**

A degree or equivalent qualification: %
A technician level qualification (eg College of Technology Certificate or Diploma) %
A relevant apprenticeship level qualification: %
Another relevant vocational qualification (eg Post Leaving Certificate qualification) %
No post-school vocational qualification: %
TOTAL	100 %

5 **Please indicate the turnover, export sales and employment of your plant in 1991 and 1993:**

	1991	1993
Turnover (£m)
Export sales (£m)
Employment (at year-end)

- 6 (a) Was any R&D undertaken in your plant in 1993? Yes No
- (b) How many people were working on R&D in your plant at year end 1993?
- (c) What was total R&D expenditure in your plant in 1993 (£000)?
- (d) Is there a formal R&D department in your plant? Yes No
- (e) Is R&D relevant to your plant undertaken elsewhere in your group? Yes No
- (f) If yes, is this R&D undertaken predominantly in Ireland Yes No

7 Have you introduced ANY new or improved products at this plant since 1991? Yes No

IF YES PLEASE CONTINUE. IF NO PLEASE GO TO QUESTION 18

- 8 (a) How many new or improved products have you introduced since 1991?
- (b) Please describe the most important product innovation you have made since 1991?

.....

9 Please indicate the proportion of your current sales that consist of:

New products introduced to the market <u>for the first time</u> since 1991 by this plant%
New products introduced by this plant since 1991 but <u>previously made elsewhere</u>%
<u>Technically improved</u> products which were being made by this plant in 1991 %
<u>Aesthetically improved</u> products which were being made by this plant in 1991%
Products which have remained unchanged since 1991%
TOTAL	100 %

10 Indicate the importance of these objectives of your product innovation activities since 1991 using the following scale:

	Not Important				Very Important
Replace products being phased out	1	2	3	4	5
Extend product range	1	2	3	4	5
Increase or maintain market share	1	2	3	4	5
Enter new markets	1	2	3	4	5
Reduce production costs	1	2	3	4	5
Produce environmentally friendly products	1	2	3	4	5
Improve product quality	1	2	3	4	5
Match innovation by competitors	1	2	3	4	5

11 Please indicate which groups of staff in your plant would be involved in a major (✓✓) or minor (✓) way in each of the following stages of the innovation process:

	Scientists/ Technologists	Engineers	Design Staff	Marketing or Sales Staff	Skilled Production Staff
Identifying new/improved products	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Prototype development	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Final product design/development	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Product testing	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Production engineering	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Market research	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Developing marketing strategy	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

12 Has product innovation in your plant been hindered or constrained by any skill shortages since 1991?

No Yes

If yes, please indicate the importance of skill shortages for the following occupational groups.

	Not Important				Very Important
Scientists/technologists	1	2	3	4	5
Engineers	1	2	3	4	5
Technicians	1	2	3	4	5
Skilled production staff	1	2	3	4	5
Designers	1	2	3	4	5
Marketing/Sales staff	1	2	3	4	5

13 Please indicate the importance of the following strategies for obtaining staff with the expertise necessary for your product innovation?

	Not Important				Very Important
Recruiting people with appropriate expertise	1	2	3	4	5
Recruiting and then training people	1	2	3	4	5
Transferring qualified people from elsewhere	1	2	3	4	5
Training or retraining staff in their existing posts	1	2	3	4	5

14 (a) If possible please indicate how many of your staff received training related to product innovation in the last year?

(b) On average how many days training did each person receive?

15 How important were the following subject areas in your training for innovation?

	Not Important				Very Important
Production or engineering techniques	1	2	3	4	5
New materials and components	1	2	3	4	5
Testing techniques	1	2	3	4	5
Product design	1	2	3	4	5
Environmental protection	1	2	3	4	5
Information technology, data processing	1	2	3	4	5

16 Please indicate which stages of the product innovation process have typically been undertaken in this plant, or whether another company or organisation has been involved (tick as appropriate):

	In this plant	In another group company	Through a collaborative arrangement	Through a sub-contract arrangement
Identifying new or improved products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prototype development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Final product design/development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product testing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Production engineering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing marketing strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17 If you involved outside organisations in any stage of the product innovation process, please indicate how important the following factors were in determining that decision?

	Not Important	1	2	3	4	Very Important
More cost-effective to use outside organisations or other group companies	1	2	3	4	5	5
Enabled costs of innovation to be shared	1	2	3	4	5	5
Reduced the risk of innovation	1	2	3	4	5	5
Needed access to equipment or technology	1	2	3	4	5	5
Needed access to special expertise	1	2	3	4	5	5
Meant development could be undertaken more quickly	1	2	3	4	5	5
Helped to meet legislative/regulatory requirements	1	2	3	4	5	5

18 Please indicate the importance of the following factors in reducing or hindering product innovation in your plant:

	Not Important	1	2	3	4	Very Important
Lack of necessary finance	1	2	3	4	5	5
Riskiness of investing in innovation	1	2	3	4	5	5
Low rate of return	1	2	3	4	5	5
Attitudinal barriers in this plant	1	2	3	4	5	5
Few market opportunities	1	2	3	4	5	5
Lack of information about technologies	1	2	3	4	5	5
Legislative or regulatory requirements	1	2	3	4	5	5
Lack of partners	1	2	3	4	5	5
Lack of appropriate expertise in this plant	1	2	3	4	5	5

19 Name of respondent: **Job title:**.....
Telephone No: **Fax No:**

THANK YOU FOR YOUR CO-OPERATION
Please send your completed questionnaire in the FREEPOST envelope provided to:
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