

## TFA Members' Survey

1.0 Name of Shareholder:  No. Of Shares Held:

1.1 Current Contact Details:

Home Address:		Mailing Address:	
Street:	<input style="width: 100%;" type="text"/>	P.O. Box:	<input style="width: 100%;" type="text"/>
Suburb:	<input style="width: 100%;" type="text"/>	Suburb:	<input style="width: 100%;" type="text"/>
Town/City:	<input style="width: 100%;" type="text"/>	Town/City:	<input style="width: 100%;" type="text"/>
Region:	<input style="width: 100%;" type="text"/>	Region:	<input style="width: 100%;" type="text"/>

Telephone Number:  Telephone  Mail  E-mail

1.3 Farming Interests: Farmer  Non-Farmer  (please complete Sections 9)

Total Land Holding(s):  hectares

Location of Farm(s):  Region(s):   
District(s):

1.4 Major farm products:

<input type="checkbox"/> Poultry	<input type="checkbox"/> Milk
<input type="checkbox"/> Beef	<input type="checkbox"/> Other Milk Products
<input type="checkbox"/> Other Meat:	<input type="checkbox"/> Other

1.5 Typical cultivation areas (if any)

		Area (hect.)		Area (hect.)	
Broad Acreage	<input type="checkbox"/> Coffee	<input style="width: 50px;" type="text"/>	<input type="checkbox"/> Cotton	<input style="width: 50px;" type="text"/>	
	<input type="checkbox"/> Tea	<input style="width: 50px;" type="text"/>		<input type="checkbox"/> Sunflower	<input style="width: 50px;" type="text"/>
	<input type="checkbox"/> Maize	<input style="width: 50px;" type="text"/>		<input type="checkbox"/> Safflower	<input style="width: 50px;" type="text"/>
	<input type="checkbox"/> Sisal	<input style="width: 50px;" type="text"/>		<input type="checkbox"/> Other Oil Seed	<input style="width: 50px;" type="text"/>
	<input type="checkbox"/> Tobacco	<input style="width: 50px;" type="text"/>		<input type="checkbox"/> Pyrethrum	<input style="width: 50px;" type="text"/>
	<input type="checkbox"/> Fruits	<input style="width: 50px;" type="text"/>		<input type="checkbox"/> Bananas	<input style="width: 50px;" type="text"/>
	<input type="checkbox"/> Veg	<input style="width: 50px;" type="text"/>		<input type="checkbox"/> Cashews	<input style="width: 50px;" type="text"/>
	<input type="checkbox"/> Rice	<input style="width: 50px;" type="text"/>		<input type="checkbox"/> Sorghum	<input style="width: 50px;" type="text"/>
	<input type="checkbox"/> Millet	<input style="width: 50px;" type="text"/>			
	<input type="checkbox"/> Cassava	<input style="width: 50px;" type="text"/>			

B Horticulture:   Flowers    
  Fruit   Veg.    
  Other

1.6 Comments:

## 2.0 Annual Consumption of Farm Inputs

### 2.1 Seeds

Type (e.g. Maize, Barley, Carrot, etc)	Hybrid/Variety	Usage (kg)	Main Supplier(s)

### 2.2 Chemicals

Type (e.g. Fertiliser, Herbicide, Rodenticide, Antibiotic, etc)	Aina unayo pendelea	Matumizi (kg au Lita)	Msambazaji Mkuu

### 2.3 Implements

Type (e.g. hoe, sprinkler, panga)	Preferred Brand(s) (if any)	No. Purchased	Main Supplier(s)

### 2.4 Other Equipment/Machinery/Materials

Type (e.g. tractor, irrigator, fencing, tanks)	Aina (ilikotengenezwa n.k)	Kiwango Kilichonunuliwa	Mtengenezaji / Msambazaji

### 2.5 Future Farm Input Needs

Type (e.g. organics, new seeds, insects)	Description, Brand(s), etc.	Forecast Usage	Possible Supplier(s)

**3.0 Relationship With TFA as a Supplier**

3.1 Current Relationship with TFA:  Customer of TFA  Not Customer of TFA

3.2 % of farm inputs purchased from TFA:

<10%  10-20%  21-50%  >50%

3.3 Nearest TFA outlet:

< 20 km  20-50 km  50-100 km  >100 km

Not in our district  Not in our region

3.4 Last visited a TFA outlet:

< 2 weeks ago  2-4 weeks ago  1-3 months ago  
 3-6 months ago  6-12 months ago  >1 year ago

3.5 How often do you visit?

Weekly  Monthly  3 Monthly  
 Yearly  Rarely or do not visit

Reasons for frequency of visits to TFA outlet:

**4.0 How do you rate presentation of TFA outlets?**

Poor  Satisfactory  Good  Very Good  Too Good

Comments or suggestions on presentation of TFA outlets:

**5.0 Unawaonaje Wafanyakazi wa Maduka ya TFA kwa:**

5.1: Attitude:  Poor  Satisfactory  Good  Very Good  Excellent

5.2 Presentation:  Poor  Satisfactory  Good  Very Good  Excellent

5.3 Helpfulness:  Poor  Satisfactory  Good  Very Good  Excellent

**Comments or suggestions on TFA outlet Staff:**

**6.0 How do you rate TFA's customer service?**

Poor  Satisfactory  Good  Very Good  Excellent

Comments or suggestions on TFA customer service:

**7.0 Relationship With TFA as a Supplier**

**7.1 How do you rate TFA's range of products?**

Poor  Satisfactory  Good  Very Good  Excellent

**7.2 How do you rate TFA's range of products?**

Poor  Satisfactory  Good  Very Good  Excellent

Comments or suggestions on TFA's range of products:

**7.3 Vipi kuhusu TFA kujitangaza na kukuza Biashara?**

Poor  Satisfactory  Good  Very Good  Excellent

Comments or suggestions on TFA's advertising & promotion:

**7.4 How do you rate TFA's terms of trade (e.g. credit, payment options, etc.)?**

Poor  Satisfactory  Good  Very Good  Excellent

Comments or suggestions on TFA terms of trade:

**8.0 We would appreciate your comments on how you think TFA could best meet your needs as a customer or potential customer. Please provide your comments below:**

**9.0 Expectations as a TFA Member/Shareholder**

**9.1 What Information Would You Like To Receive From TFA & How Often?**

	Monthly	Quarterly	Annually
<input type="checkbox"/> Strategic Plan and strategic objectives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Business Plans and annual targets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Progress on business performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Annual business performance results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Business news and developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> New products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other information <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

**9.2 Benefits You Would Like TFA To Provide In Order Of Priority?**

Please write the numbers 1-10 in boxes indicating your order of priorities;  
1 = highest priority; 10 = lowest priority

- Dividends  
  Increased share value  
  Specialist farm information  
 Credit on purchases  
  Flexible payment terms  
  Discounts on Purchases  
 Weather forecast data  
  Regular newsletters  
  New Product/technology data  
 Other benefit(s) - please specify

Comments:

**9.3 At this point in time, how do you rate the TFA management?**

- Poor  
  Satisfactory  
  Good  
  Very Good  
  Excellent

Comments or suggestions on what/how management could improve:

