

The following questionnaire was used for conducting of the survey of [Georgian Book Distributors and Bookstores](#).

Georgian Book Distributors and Bookstores

Survey

Georgia, December 2012

The following survey is conducted in the frames of The Book Platform Project which is initiated by the Next Page Foundation (Sofia, Bulgaria) and is to study book markets and their actors in Georgia, Ukraine and Armenia. Funding for the project is provided as part of the Eastern Partnership Cultural Program. Activities are carried out in cooperation with local partner Georgian Publishers and Booksellers Association. Goal of the survey and broader project is to collect data about Georgian publishers, book distributors and bookstores and identify challenges they are facing in order to suggest ways of development of readership base and book market.

Confidential

Survey responses are confidential and individual responses will not be identified.

In case of any questions and need for more detailed information please, don't hesitate to contact Ms. Tamar Janashia.

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Notes:

1. Term "distribution" refers to the distributors, whereas term "selling" concerns the bookstores.
2. Questionnaire is intended for face-to-face individual interviews.

We appreciate your support in this matter. If you don't know the answer to a question please, leave it blank.

1. Name of the company and its legal status (NGO, Ltd etc.)

2. Is your organization a bookstore or a distribution company as well?

It is a bookstore only

It is a distribution company only

It is a bookstore as well as a distribution company

3. What is approximate number of full and part time employees of your company (no free lance or short term employees)?

<5

6 - 10

11-20

21-50

> 51

> 100

4. Please, indicate how many percent of your company is:

Privately owned (domestic)

State owned

Privately owned (foreign capital)

Other

5. Which are the cities you operate in (please, indicate)?

6. Is your company part of any publishing house? In case of a positive answer please, indicate the title of the publishing house.

Yes

No

7. What is the number of titles your company distributes/sells per year?

2012

2011

2010

2009

2008

8. How many copies of books did your company distribute/sell per year?

2012

2011

2010

2009

2008

9. Could you please, provide information about break-down of your sales channels (%)?

Wholesalers

Book-stores

Other stores (supermarkets etc.)

Direct sales

Online sales (indicate the book stores)

10. Please, provide a list of your supplier publishing houses and indicate breakdown of supplied production per publishing house (%)?

11. How frequently do you purchase/collect the books from the publishing houses?

Once a week

Once a month

Every three months

Every six months

Less frequently

Other

12. In case of different frequency of purchase/collecting of books from publishing houses please, list existing various practices.

13. Please, indicate your distribution/selling priorities if any (please, tick the relevant one):

Fiction

Nonfiction

Books for children and young adults
 Schoolbooks
 Scientific books
 Other (please, indicate)

14. Please, indicate breakdown of types of sold/distributed books (%):

Fiction
 Nonfiction
 Books for children and young adults
 Schoolbooks
 Scientific books
 Other (please, indicate)

15. Please, indicate the number of titles distributed/sold by your company during the last two years by main categories:

	2012	2011
Fiction		
Nonfiction		
Books for children and young adults		
Schoolbooks		
Scientific books		
Other (please, indicate):		

16. Please, indicate the number of copies distributed/sold by your company during the last two years by main categories:

	2012	2011
Fiction		
Nonfiction		
Books for children and young adults		
Schoolbooks		
Scientific books		
Other (please, indicate):		

17. Please, indicate which types of payment your customers use most often while collecting /buying the books?

Cash
 Bank transfer
 Payment with the bank-card

18. How much discount do you get from the publishing houses per copy of the book (%)?

19. How big is the discount offered by the publishing houses in case of purchasing bigger quantities of the books (%)?

1-100 copies
 101-200 copies
 201-500 copies
 501-1000 copies
 more than 1001 copies

20. Please, indicate the average added margin in case of distribution/selling of a book, which your company purchases/collects from the publishing house for GEL 10:

21. What are the terms of returning unsold books to the publishing houses?

No such possibility exists

Full refund

Partial refund

22. Is your company involved in distribution/selling of imported books?

Yes

No

23. What is the share of distribution/selling of imported books for your company (%)?

24. Please, indicate the break-down of imported book sales per language?

	2012	2011
English:		
Russian:		
German:		
French:		
Italian:		
Spanish:		
Other (indicate):		

25. Does your bookstore sell anything else except for the books?

Stationery

Souvenirs

DVD/CD

Other

26. What was the share of income from the sales of other items at your bookstore last year (%)?

27. What were your company's approximate total revenues during the last financial year?

< GEL 50,000

GEL 50,000 - 200,000

GEL 200,001 – 500,000

GEL 500,001 – 1,000,000

> GEL 1,000,001

Thank you!