

10 Business revenue and profit

This module asks about business's revenue and profit earned through sales from each group of products and services

1) Indicate Business ID of this business

1

Part 1: Profit

2) On average, what is the profit margin for this business?

2

3) How much profit did the business earn since the last interview?

3

If respondents refuse or "don't know", continue with 3A

3A Probe for the range of the amount

More than?
 3AA

Less than?
 3AB

Part 2: Sales revenue

4) For enumerator: ask a respondent whether the business has received sales revenue for each type of revenue listed in Table 1 below since the last interview.

If respondents refuse or "don't know" the level of revenue, probe for the range and record answers in column D

If respondents refuse or cannot distinguish revenue from each activity, indicate revenue codes in column B. See the two examples below for clarification.

Example 1:

A grocery sells homemade sweets, as well as sweets bought from a wholesaler. The grocery owner also allows the neighbor to place his products in the store in exchange for commission. Suppose the commission earned since last interview is 1,000-2,000 baht. The respondent does not remember the level of revenue from selling homemade sweets versus resale sweets. All he knows is that the combined revenue since the last interview is 35,000 baht. Suppose also that the grocery does not sell on credit.

Revenue code	Revenue type	A		Revenue Code	How much?	D	
		1 -Yes	3 -No			Range	
						More than?	Less than?
a	<u>cash sales of farm products</u>		3				
b	<u>credit sales of farm products</u>		3				
c	<u>cash sales of live animals</u>		3				
d	<u>credit sales of live animals</u>		3				
e	<u>cash sales of animal products (e.g. meat, eggs, feather, etc)</u>		3				
f	<u>credit sales of animal products (e.g. meat, eggs, feather, etc.)</u>		3				
g	<u>cash sales of manufactured products</u>	1		g, i	35,000		
h	<u>credit sales of manufactured products</u>	3					
i	<u>cash sales of goods bought for resale</u>	1		g, i	35,000		
j	<u>credit sales of goods bought for resale</u>	3					
k	<u>cash sales of service</u>	3					
l	<u>credit sales of service</u>	3					
m	<u>revenue from consignment</u>	1			DK	1,000	2,000
n	<u>revenue from contracted production</u>	3					

Example 2:

A motorcycle repair shop earns revenue from fixing motorcycles and selling motorcycle parts. The combined revenue from the two activities is 80,000-100,000 baht, but the respondent does not want to reveal revenue from each activity. Assume that all sales since the last interview are in cash. No trade credit is allowed.

Revenue code	Revenue type	A		Revenue Code	How much?	D	
		1 -Yes	3 -No			Range	
						More than?	Less than?
a	<u>cash sales of farm products</u>		3				
b	<u>credit sales of farm products</u>		3				
c	<u>cash sales of live animals</u>		3				
d	<u>credit sales of live animals</u>		3				
e	<u>cash sales of animal products (e.g. meat, eggs, feather, etc)</u>		3				
f	<u>credit sales of animal products (e.g. meat, eggs, feather, etc.)</u>		3				
g	<u>cash sales of manufactured products</u>	3					
h	<u>credit sales of manufactured products</u>	3					
i	<u>cash sales of goods bought for resale</u>	1		i, j, k	RF	80,000	100,000
j	<u>credit sales of goods bought for resale</u>	1		i, j, k	RF	80,000	100,000
k	<u>cash sales of service</u>	1		i, j, k	RF	80,000	100,000
l	<u>credit sales of service</u>	3					
m	<u>revenue from consignment</u>	3					
n	<u>revenue from contracted production</u>	3					

Table 1

Revenue code	Revenue type	A		B	C	D	
		1 -Yes	3 -No	Revenue Code	How much?	More than?	Less than?
a	cash sales of farm products						
b	credit sales of farm products						
c	cash sales of live animals						
d	credit sales of live animals						
e	cash sales of animal products (e.g. meat, eggs, feather, etc)						
f	credit sales of animal products (e.g. meat, eggs, feather, etc.)						
g	cash sales of manufactured products						
h	credit sales of manufactured products						
i	cash sales of goods bought for resale						
j	credit sales of goods bought for resale						
k	cash sales of service						
l	credit sales of service						
m	revenue from consignment						
n	revenue from contracted production						

Part 3: Payment method from sales proceeds

5) For enumerator: ask respondent if the business received any payment from customers for each type of payment method since the last interview.

If the business did not sell any goods/service since last interview, just put 3 in every row of column A.

If the respondent cannot distinguish among payment methods, indicate method codes in column B.

Payment method code	Payment method	A		B	C
		This method accepted? 1 -Yes	3 -No	Method code	How many % from total revenue?
a	cash				
b	in kind				
c	check				
d	money order				
e	debit card				
f	credit card, ion card, etc.				
g	wire transfer into bank account				
h	other (specify.....)				

6) Interviewer's note

End of module 10