***Questionnaires for the target group (enterprises)***

1. COMPANY BACKGROUND
2. In which country does your company operate? \*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How long does the company you work for or your enterprise operate? \*
* less than 5 years
* 5-10 years
* more than 10 years
1. Please specify if your enterprise (or the company you work for) is a
* private entrepreneur
* micro enterprise (employees <10)
* small enterprise (employees <50)
* medium sized enterprise (employees <250)
1. Have you ever benefited from any support services provided by regional public or private providers, organizations?\*
* no, never
* yes
1. If yes, what kind of services?
* training
* consulting
* mentoring
* coaching
* financing
* others (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. Based on the support service you received what was useful for you, what was its benefit for you?

(Please provide 2-3 examples)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. MARKETING/BRANDING BACKGROUND
2. Does your enterprise (or the company you work for) have any marketing plan or marketing strategy?\*
* yes
* no
* it’s in the pipeline
1. What difficulties do you face during your marketing plan preparation?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What difficulties do you face during your marketing plan implementation?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Does your company build its own brand?\*
* yes
* no
* it’s in the pipeline
1. If yes, what difficulties do you face during brand building?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. MENTORING EXPERIENCE AND PERCEIVED NEEDS
2. Have you ever participated in any kind of mentoring program?\*
* yes, as a mentor
* yes, as a mentee
* no
1. If yes, what was its goal/topic?
* Leadership development
* Finance
* Marketing
* other: ……………….
1. If yes, what were the benefits for you?

(Please put 2-3 elements, examples)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. According to you what are a mentor’s most important qualities?\*

(Please rate them accordingly: 1 is the less important, 5 is the most important)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **QUALITIES** | **1** | **2** | **3** | **4** | **5** |
| Provides entrepreneurial, corporate management experience |  |  |  |  |  |
| Open, helpful |  |  |  |  |  |
| Shares his/her experiences and knowledge |  |  |  |  |  |
| Has a successful business |  |  |  |  |  |
| Empathetic |  |  |  |  |  |
| Knows the industry |  |  |  |  |  |
| Professional in the relevant field (e.g. finance, business startup, etc.) |  |  |  |  |  |
| Has practical experience in the relevant field (e.g. marketing, sales, etc.) |  |  |  |  |  |
| Has mentor degree |  |  |  |  |  |
| Knows the actual market trends  |  |  |  |  |  |
| Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |  |  |  |

1. As mentee, what are your expectations from a mentoring program? / What would you expect from a mentoring program? (Please specify 2-3 elements) \*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Are you interested in mentoring possibilities?\*
* yes
* maybe
* no
1. How often would you personally use a mentor's co-operation?
* weekly
* every two weeks
* monthly
* quarterly
1. What do you think, how long the mentoring program should last?
* half year
* one year
* one and half year
1. Are you open to cooperate in a development process of an entrepreneurial brand-building mentoring program?\*
* Yes
* No
1. Are you open to participate in a pilot program of an entrepreneurial brand-building mentoring program as mentee? \*
* Yes
* No

If you wish to be informed of the questionnaire’s result or you are open to participate in an entrepreneurial brand-building mentoring program please provide your personal information below.

1. Surname: \_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. First name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Email:

The collected information is handled according to our organization's GDPR policy and we do not intend to make any use of your personal data.

***Thank you very much for your time and cooperation!***