

PARTICIPANT PROFILING FORM

4TH REGIONAL WIEF ONLINE MARKETING WORKSHOP
18 - 22 August 2014 | Kuching, Sarawak

YOUR BUSINESS PROFILE

(Please fill in your answers accordingly below)

Brief Business Description / Nature of Business

Estimated Monthly sales

Current Market (local/international)

Current Marketing Method

Year(s) of Doing Business

YOUR ENGLISH PROFICIENCY

(Please click or mark your answers below)

No	English proficiency	Poor	Good	Excellent
1	Reading and comprehension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Spoken Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INTERNET LITERACY - PERSONAL USE

Please indicate whether you are using any or all of the followings for your personal matters:
(Please click or mark your answers below)

No	Question	Never	Seldom	Frequent
1	Email (e.g. Gmail, Yahoo!Mail, Hotmail, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Social Network (e.g. Facebook, myspace, Friendster, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Online Bill Payments (e.g. Electricity bill, Water bill, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	E-Banking services (e.g. NIC Bank Online, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Online ticket purchasing (e.g. Kenya Airways, Qatar Airways, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Online purchasing (Online Shopping) (e.g. e-bay, amazon)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INTERNET LITERACY - BUSINESS USE (section I)

Please indicate whether you can using any or all of the followings in your business operation:
(Please click or mark your answers below)

No	Question	Never	Seldom	Frequent
1	Email (e.g. Gmail, Yahoo!Mail, Hotmail, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	E-Banking services (e.g. NIC Bank Online, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INTERNET LITERACY - BUSINESS USE (section 2)

(Please click or mark your answers below)

No	Question	Yes	No
1	Do you have a Business Website?	<input type="radio"/>	<input type="radio"/>
2	If YES, is it a Static Business Website?	<input type="radio"/>	<input type="radio"/>
	OR Is it an Interactive Business Website?	<input type="radio"/>	<input type="radio"/>
3	The website applied Payment Gateway system? (e.g. PayPal)	<input type="radio"/>	<input type="radio"/>
4	Are you using Online Marketing strategy? (e.g. Blog marketing, Google Adsense, Google Adwords, Banner Advertising, etc)	<input type="radio"/>	<input type="radio"/>
5	Are you registered with any portal platform? (e.g. worldbid, indiamart, Taiwantrade, etc)	<input type="radio"/>	<input type="radio"/>
6	Have you attended any online marketing courses?	<input type="radio"/>	<input type="radio"/>

I, _____, hereby confirm that all information stated above is true and correct.

Please email the completed form to norazuwa@wief.org or lulu@wief.org