

PURCHASERS' QUESTIONNAIRE
CERTAIN COLOR TELEVISION RECEIVERS FROM CHINA AND MALAYSIA

Return completed questionnaire to:

UNITED STATES INTERNATIONAL TRADE COMMISSION
Office of Investigations, Room 615
500 E Street, SW, Washington, DC 20436

So as to be received by the Commission by no later than February 18, 2004

The information called for in this questionnaire is for use by the United States International Trade Commission in connection with its antidumping investigations concerning certain color television receivers from China and Malaysia (invs. Nos. 731-TA-1034 and 1035 (Final)). The information requested in the questionnaire is requested under the authority of the Tariff Act of 1930, title VII. This report is mandatory and failure to reply as directed can result in a subpoena or other order to compel the submission of records or information in your possession (19 U.S.C. § 1333(a)). Further information on this questionnaire can be obtained from Craig Thomsen (202-205-3226).

Name of firm _____
Address _____
City _____ State _____ Zip code _____
World Wide Web address _____

Has your firm purchased certain color television receivers (hereinafter "CTVs") (as defined in the instruction booklet) from any source (domestic or foreign) at any time since January 1, 2001?

- NO** (Sign the certification below and promptly return only this page of the questionnaire to the Commission)
 YES (Read the instruction booklet carefully, complete all parts of the questionnaire, sign the certification, and return the entire questionnaire to the Commission)

CERTIFICATION

I certify that the information herein supplied in response to this questionnaire is complete and correct to the best of my knowledge and belief and understand that the information submitted is subject to audit and verification by the Commission.

By signing this certification I also grant consent for the Commission, and its employees and contract personnel, to use the information provided in this questionnaire and throughout these investigations in any other import-injury investigations conducted by the Commission on the same or similar merchandise. (If you do not consent to such use, please note the certification accordingly.)

I acknowledge that information submitted in this questionnaire response and throughout these investigations may be used by the Commission, its employees, and contract personnel who are acting in the capacity of Commission employees, for developing or maintaining the records of these investigations or related proceedings for which this information is submitted, or in internal audits and investigations relating to the programs and operations of the Commission pursuant to 5 U.S.C. Appendix 3. I understand that all contract personnel will sign non-disclosure agreements.

Name and Title of Authorized Official

Date

Signature of Authorized Official

() _____
Phone

() _____
Fax

PART I.--GENERAL QUESTIONS

The questions in this questionnaire have been reviewed with market participants to ensure that issues of concern are adequately addressed and that data requests are sufficient, meaningful, and as limited as possible. Public reporting burden for this questionnaire is estimated to average 15 hours per response, including the time for reviewing instructions, searching existing data sources, gathering the data needed, and completing and reviewing the questionnaire. Send comments regarding the accuracy of this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to the Office of Investigations, U.S. International Trade Commission, 500 E Street, SW, Washington, DC 20436.

I-1. Please report below the actual number of hours required and the cost to your firm of preparing the reply to this questionnaire and completing the form.

_____ hours _____ dollars

I-2. Provide the name and address of establishment(s) covered by this questionnaire (see page 3 of the instruction booklet for reporting guidelines). If your firm is publicly traded, please specify the stock exchange and trading symbol.

I-3. Is your firm owned, in whole or in part, by any other firm?

No Yes--List the following information.

<u>Firm name</u>	<u>Address</u>	<u>Extent of ownership</u>
_____	_____	_____
_____	_____	_____

I-4. Does your firm have any related firms, either domestic or foreign, which are engaged in importing CTVs from China and/or Malaysia into the United States or which are engaged in exporting CTVs from China and/or Malaysia to the United States?

No Yes--List the following information.

<u>Firm name</u>	<u>Address</u>	<u>Affiliation</u>
_____	_____	_____
_____	_____	_____

PART I.--GENERAL QUESTIONS--Continued

I-5. Does your firm have any related firms, either domestic or foreign, which are engaged in the production of CTVs?

No Yes--List the following information.

<u>Firm name</u>	<u>Address</u>	<u>Affiliation</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

PART II.--PURCHASES

II-1. Report, as indicated below, your firm's purchases (either directly or through a sales agent or broker) of CTVs. Report based on delivery date, not order date.

<i>(Quantity in units, value in \$1,000)</i>			
Item	2001	2002	2003
PURCHASES OF CTVs PRODUCED IN THE UNITED STATES:			
<i>Quantity</i>			
<i>Value</i>			
PURCHASES OF CTVs PRODUCED IN CHINA:			
<i>Quantity</i>			
<i>Value</i>			
PURCHASES OF CTVs PRODUCED IN MALAYSIA:			
<i>Quantity</i>			
<i>Value</i>			
PURCHASES OF CTVs PRODUCED IN ALL OTHER COUNTRIES:¹			
<i>Quantity</i>			
<i>Value</i>			
¹ Please identify these countries and the share for each country: _____			

PART II.--PURCHASES--Continued

II-2. If the relative shares of your firm's total purchases of CTVs from different sources (both domestic and foreign) have changed in the last three years, please list the country, state whether the relative share from that country has increased or decreased, and state the reason (e.g., availability, brand name (consumer perceptions), delivery terms, product range, quality, reliability of supply, technical support and service, etc.).

Country	Increase/decrease	Reason

II-3. If your firm has purchased CTVs from only one country, please list the reasons for doing so.

II-4. If your firm has purchased CTVs from more than one country, please list the reasons for doing so.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES

III-1. Which of the following best describes your firm as a purchaser of CTVs (check all that apply, noting the specific end uses if known)?

- Retailer (_____)
- Distributor (_____)
- Other (_____)

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-2. (a) If your firm is a distributor or reseller of CTVs, what are the major types of consumers to which you sell CTVs?

(b) Do you compete for sales to your customers with the manufacturers or importers from which you purchase CTVs?

III-3. (a) Please list in order of importance all products (including color television receivers not covered by the definition of the CTVs in these investigations such as plasma, DLP, etc.) that may be substituted for CTVs.

(1) _____ (2) _____ (3) _____

(4) _____ (5) _____ (6) _____

(b) Have changes in the prices of these products affected the price for CTVs?

No Yes--Please explain.

III-4. Are you aware whether the CTVs you are purchasing are U.S.-produced or imported?

Always Usually Sometimes Rarely Never

III-5. Do you know the country of origin of the CTVs that are being purchased at the time of purchase?

Always Usually Sometimes Rarely Never

III-6. Do you know the manufacturer of the CTVs that you purchase?

Always Usually Sometimes Rarely Never

III-7. To your knowledge, are your buyers aware of and/or interested in the country of origin of the goods you supply them?

Always Usually Sometimes Rarely Never

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-8. Have you made significant changes in your purchasing patterns (e.g., frequency) in the last three years?

- No Yes--Please explain.

III-9. How many suppliers do you generally contact before making a purchase?

III-10. Have you changed suppliers since January 1, 2001?

- No Yes--Please list the suppliers, indicate whether each firm was added or dropped as a supplier, and give the reasons for the change.

III-11. Are you aware of any new suppliers, either foreign or domestic, that have entered the market in the last 3 years?

- No Yes--Please identify the firms.

III-12. Do you require your suppliers to become certified or prequalified with respect to the quality or other performance characteristic of the CTVs they sell to your firm?

- No Yes-- ____ percent of purchases in 2003 Yes--all purchases

Please provide a general description of the certification or qualification process and the time required.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-13. Briefly describe the factors that you consider when qualifying a new supplier (e.g., quality of product, reliability of supplier, etc.) and estimate the time it takes to certify or qualify a new supplier.

III-14. Since January 1, 2001, have any domestic or foreign producers failed in their attempts to certify or qualify their CTVs with your firm or have any producers lost their approved status?

No Yes--Please identify these firms, the countries where they are located, and the reasons why they failed the certification/qualification process.

III-15. What characteristics does your firm consider when determining the quality of CTVs?

III-16. Please list, in order of their importance, the three major factors generally considered by your firm in deciding from whom to purchase CTVs for any one order (examples include current availability, extension of credit, prearranged contracts, price, quality exceeding specifications or industry standards, range of supplier's product line, traditional supplier, available features, brand name (consumer perceptions), warranty terms, desire to carry a variety of brand names, etc.).

1. _____

2. _____

3. _____

Other factors or comments: _____

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-17. For the factors listed below, please rate each in terms of its importance in your purchase decision for CTVs.

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of non-TV products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand name (consumer perceptions) ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extension of credit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimum qty requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product consistency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product range	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical support/service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. transportation costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Warranty terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify):			
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-18. How often does your firm purchase the CTVs that are offered at the lowest price?

- Always Usually Sometimes Rarely Never

III-19. Please list the names of any firms you considered price leaders in the CTVs market during January 2001-December 2003. A price leader is defined as (1) one or more firms that initiate a price change, either upward or downward, that is followed by other firms, or (2) one or more firms that have a significant impact on prices. A price leader does not necessarily have to be the lowest priced supplier. For those firms identified as a price leader, please specify the time period in which a price change was communicated, whether the price change was upward or downward, and whether it covered a specific geographic region or a specific product type.

III-20. Please describe how the above firm(s) exhibited price leadership.

III-21. Please list the names of any firms you considered market innovation leaders in the CTVs market during January 2001-December 2003. A market innovation leader is defined as (1) one or more firms that initiate changes in the CTV market such as upgrading product quality, introducing new features or technology, or (2) by expanding the overall market or opening new channels of distribution. For those firms identified as market innovation leaders, please specify the time period in which they led the market, whether it covered a specific product type, or was limited to a specific geographic region.

III-22. Please describe how the above firm(s) exhibited market innovation leadership.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-23. (a) Does your firm purchase CTVs over the internet?

- No Yes--Please describe, noting the estimated percentage of your firm's total purchases of CTVs in 2002 accounted for by internet purchases.

III-24. (b) Does your firm sell CTVs over the internet?

- No Yes--Please describe, noting the estimated percentage of your firm's total sales of CTVs in 2003 accounted for by internet sales, how this has changed since January 2001, and what effect it has had on the prices you charge and prices you are able to obtain from your suppliers.

III-25. Do large specific promotions, such as the day-after-Thanksgiving sale, at large discount chains affect your everyday sales of CTVs?

- No Yes--Please describe their effects, including the duration, the types of CTVs that are affected, and the size of the impact.

III-26. Has the introduction of plasma, liquid crystal display (LCD), liquid crystal on silicon (LcoS), and digital light processing (DLP) television receivers affected the pricing or quantities sold in the U.S. CTV market?

- Pricing: No Yes--Please quantify these effects (via any internal or external research conducted and/or published).
- Quantities: No Yes--Please quantify these effects (via any internal or external research conducted and/or published).

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-27. Has the introduction of plasma, liquid crystal display (LCD), liquid crystal on silicon (LcoS), and digital light processing (DLP) television receivers affected consumer perceptions of CTVs sold in the U.S.?

No Yes--Please explain how.

III-28. Please detail how prices for flat screen tube CTVs have behaved in relation to near-flat curved tube CTVs since January 2001. Has the gap stayed the same, increased, or decreased, and by how much?

III-29. On average, how much do prices for CTVs decline each year (in percent), holding features and technology constant? Has this decline been increasing, decreasing, or remaining the same since January 1, 2001?

III-30. Does the existence of lower-priced CTVs with less recognized brand names in the market expand the market or take sales away from more recognizable brands (e.g. Sony, Toshiba, Mitsubishi, Philips, etc.)? Please use a scale of 0-100, where 0 indicates that these CTVs only expand the market and 100 indicates that they only take sales away. _____

III-31. Does the length/extent of the manufacturer's warranty on a CTV affect your decision of which CTVs to purchase? Does it affect the purchasing pattern of your customers?

Your firm: No Yes--Please describe its effect.

Your customers: No Yes--Please describe its effect

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-32. Over time, prices for CTVs have trended downward. How much (in percentage terms) of the decline in CTV prices is due to:

- (a) CTVs at the high end of the market pushing prices lower? _____
- (b) low-priced CTVs entering the market and pulling prices lower? _____
- (c) the introduction of new technologies such as plasma, LCD, LCoS, and DLP television receivers? _____
- (d) lower raw material (component) costs? _____
- (e) increasing size of purchasers such as Wal-Mart, Best Buy, etc.? _____
- (f) other reasons (list below): _____

TOTAL: _____ 100%

How much of (b) above is due to CTVs from:

United States:	_____
Malaysia:	_____
China:	_____
Other countries:	_____
(Specify:	_____)

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-33. a) Are there different tiers within the retail market for CTVs?

No Yes--Please explain.

b) If you were to group CTVs into three different tiers described as "good," "better," and "best," which brands of CTVs would you place in each of these categories?

<u>Tier</u>	<u>Brand names (please list)</u>
Good:	_____
Better:	_____
Best:	_____

(c) What, besides price, differentiates each tier?

Good:	_____
Better:	_____
Best:	_____

d) Please report the quantity and value of your 2003 purchases of CTVs by tier.

Tier	Quantity (units)	Value (\$1,000)
Good		
Better		
Best		

III-34. What are your customers' perceptions regarding the importance of brand names?

Important ----- **Unimportant**

Very Somewhat Neither important nor unimportant Somewhat Very

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-35. Please rank the following brands based on the quality of their CTV products on a scale of 1-100, where 100 is the highest possible quality product.

Advent	_____	Philips	_____
Apex	_____	Pioneer	_____
Craig	_____	Prism	_____
Curtis Mathes	_____	Quasar	_____
Emerson	_____	RCA (Thomson)	_____
Funai	_____	Sampo	_____
Daewoo	_____	Samsung	_____
GE	_____	Sansui	_____
Goldstar	_____	Sanyo	_____
Hitachi	_____	Sears	_____
JVC	_____	Sharp	_____
KLH	_____	Sony	_____
Magnavox	_____	Sylvania	_____
Memorex	_____	Symphonic	_____
Mitsubishi	_____	Tatung	_____
Orion	_____	Toshiba	_____
Panasonic	_____	Zenith (LG)	_____
Other: _____	_____	Other: _____	_____

III-36. Please report the following with respect to each of your firm's current contracts to purchase CTVs.

Name of supplier	Length of contract	Quantity (units)	When is the contract up for renewal?	Is there a meet or release clause? (yes or no)	Has the meet or release clause been invoked?

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-37. Please report the quantity (in units) of your firm's end of period inventories of CTVs during 2001-2003.

Country of origin	December 31, 2001	December 31, 2002	December 31, 2003
United States			
China			
Malaysia			
Mexico			
Other countries			

**PART IV.--COMPARISONS BETWEEN IMPORTED AND U.S.-PRODUCED
CTVs--Continued**

IV-3. (a) Do you or your customers ever specifically order CTVs from one country in particular over other possible sources of supply?

- No Yes--Please identify all relevant countries (including the United States and both subject and nonsubject foreign countries) from which you or your customers prefer to order, and indicate why CTVs from these countries are preferred over product from other countries (please note the specific product in your response).

(b) If you purchased imported CTVs during 2003, approximately how much higher would the price for the imported product have to have been (over the price you paid) before you would have purchased U.S.-produced CTVs instead (please specify by country, including imports from both subject and nonsubject countries)?

Country _____ percent higher

Country _____ percent higher

Comments: _____

IV-4. Are certain types of CTVs available from only a single source (domestic or foreign, including both subject and nonsubject countries)?

- No Yes--Please identify the source and the type.

IV-5. If you purchased CTVs from one source although a comparable product was available from another source at a lower price, please explain your reasons for doing so (please specify by country, including the United States and both subject and nonsubject foreign countries). Possibilities might include transaction characteristics such as length of time to fill orders, minimum order size, reliability of supply, etc.

**PART IV.--COMPARISONS BETWEEN IMPORTED AND U.S.-PRODUCED
CTVs--Continued**

IV-6. For the factors listed below, please rate how CTVs produced in each country you identified in your response to the first question in Part IV compares with CTVs produced in each of the other countries you identified (including the United States and both subject and nonsubject foreign countries). Copy this page as necessary to cover all possible country combinations and please attach any comments you care to make concerning your responses, especially in comparisons where you rate product from one country superior or inferior to product from another.

	_____ compared to _____		
	(specify country)	(specify country)	
	SUPERIOR	COMPARABLE	INFERIOR
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of non-TV products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand name (consumer perceptions) ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extension of credit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimum qty requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product consistency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product range	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical support/service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. transportation costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Warranty terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify):			
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART VI.--SUPPLIER IDENTIFICATION

Please provide the names and addresses of your firm's five largest suppliers of CTVs purchased during 2001-2003. Please also provide the name and telephone number of a contact person and the share of the quantity of your firm's total purchases of CTVs that each of these suppliers accounted for in 2003.

No.	Supplier's name	Street address (not P.O. box), state, and zip code	Contact person	Area code and telephone number	Share of 2003 purchases (%)
1					
2					
3					
4					
5					