

9.2 Interview questions

1. What are the major benefits of coffee production to the factory?
2. What are some of the strategies used at the factory to avoid any possible risks?
3. What are the distribution channels of coffee from the factory to the final consumers?
4. What are the means of transport used to supply coffee?
5. When are the planting and harvesting season of coffee and what challenges do you face in both seasons?
6. What would you say has been a major shift in the factory between now and five years ago?
7. What are your main competitors?
8. What benefits does the factory provide to the farmers?
9. What are the factory's marketing strategies and what tools does it use to acquire coffee buyers?
10. What are the trends of coffee production and the way it is exported? (new introduced ways that boost the production)
11. What are the stakeholders involved in the coffee production?
12. What incentives do farmers receive to boost production?
13. How are you using technology to leverage productions and maximize output?
14. How are you setting the base price per kilo, what are the elements that change your prices?