Antigua and Barbuda E-Readiness

Business Survey Report

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Foreword

The Telecommunications Division of the Ministry of Information, Broadcasting and Telecommunications wishes to thank all who contributed to the successful preparation and execution of this the first Antigua and Barbuda e-readiness business survey. We wish to thank the staff of the Inland Revenue Department and the National Statistics Office for their valuable input and guidance. Thanks are also extended to the hard working staff of the IT Center for their work on the online survey. The work done in this regard should be a model for e-government services which are desired by the government and people of Antigua and Barbuda. Thanks also to the hard working team at the Telecommunications Division for putting the survey forms together, for sending them off and for inputting the data into the database upon their return. We especially wish to thank all those members of the business community who gave a few moments of their valuable time to complete the survey.

Executive summary

The E-Readiness Business Survey was conducted between November and December 2007 to provide statistics on the use of Information and Communication Technologies by the business community in Antigua and Barbuda. Survey forms were mailed to seven hundred and forty three (743) companies and an online survey was accessible through the government website. One hundred and two companies responded to the survey, many of which are small to medium sized enterprises whose customers are primarily individuals in Antigua and Barbuda. As was anticipated, hoteliers and tourism companies indicated that their customers come mainly from outside of the CARICOM region.

With a few exceptions almost every company in Antigua and Barbuda use computers. Computer usage by senior management seems to be higher than by any other category of employees. Office and administrative applications are the most frequently used. Software development is not significant.

Internet usage in Antigua and Barbuda's business community is widespread with a majority of the companies surveyed indicating that they have high speed Internet access. Companies use Internet primarily for sending and receiving email and for searching for information. A number of companies do engage in e-business; specifically in e-procurement and customer relationship management activities. E-Government services are among the least frequently accessed Internet activities. There is a high level of Internet penetration in companies as indicated by a high level of Internet usage among all categories of employees.

Over sixty two percent of respondents indicated that their company owned a website. In the main, these websites were set up to provide general information about companies and their

products. Companies within the tourism industry were primarily the ones who set up their websites to do e-business. A majority of companies have indicated that doing business on the Internet has increased their revenue by an additional ten percent.

Many companies employ firewalls and other security measures to protect their networks and computer resources. Some respondents did indicate that they were worried about doing business on the Internet. Their main concerns were how to protect their online financial transaction and how to go about setting up reliable payment systems.

Moore's Law suggests that the capacity of information and communication technologies (ICT) doubles every twelve months. This has generally held true since it was first conceived in 1965. In this constantly changing technology landscape it is imperative to constantly measure the impact of initiatives taken to boost technology usage. It is recommended that the e-readiness survey be left on the government's website so that it can be always available to be members of the business community. A review of the survey results can be undertaken on an annual basis and, by allowing a dated survey records to be kept, a comparison can made of the results from different time periods. This would allow the Government and private sector to judge the effectiveness of their ICT programs and to make adjustments where needed.

Introduction

According to the Economist Intelligence Unit a country's e-readiness is essentially a measure of its e-business environment. It allows governments to gauge the success of their technology initiatives against those of other countries and provides companies that wish to invest in online operations with an overview of the world's most promising investment locations.

In October, 2007 the Ministry of Information, Broadcasting and Telecommunications launched an E-Readiness Business Survey to provide statistics on the use of Information and Communication Technologies by the business community in Antigua and Barbuda. The survey targeted members of the business community and sought to determine how computers and the Internet are used and the level of electronic commerce activity in the private sector.

Methodology

The survey process was developed in four phases; a preparation phase, an execution phase, an analysis phase and a publication phase. These phases are detailed in the schematic in Appendix - A.

The preparation phase

 In the preparation phase the business e-readiness survey questionnaire was developed. It was based in large measure on the core indicators on the use of ICT by businesses that were enunciated by the United Nations Partnership on Measuring ICT for Development[1]. These indicators were developed by a number of United Nations agencies to serve as a basis for internationally comparable statistics on the information society. A draft version of the

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[1] *Core ICT Indicators, United Nations Partnership on Measuring ICT for Development, UN-ESCWA, Beirut, November 2005*

questionnaire was reviewed by personnel of the National Statistics Office (Statistics Division of the Ministry of Finance and the Economy). The questionnaire was revised as appropriate and the final version of the survey was developed. This is given in Appendix - B.

It was in the preparation phase that a determination of the survey sample group was made. It was ascertained that those companies who were currently paying taxes would, more than likely, be those which are in active operation. Consequently the list of businesses on the tax register was sought from the Inland Revenue Department. The names, addresses and telephone numbers of nine hundred and sixty nine (969) companies were provided. The Inland Revenue records had to be screened for correctness as several were duplicated and others had their mailing address in care of an established accounting company.

The Inland Revenue records were rationalized to remove the duplicate entries and those records with the same mailing address. To further ensure the validity of the sample set, telephone calls were made to companies to verify their contact details and to sensitize them to the survey exercise. At the end of the screening and verification process seven hundred and forty three (743) companies were identified.

The execution phase

An intensive media exercise was undertaken to publicize the survey and to sensitize the business sector Antigua and Barbuda about the effort. Companies were made aware through press conferences, talk radio programs, television and radio announcements, and through newspaper articles like those in Appendix - B. A PowerPoint slideshow (see Appendix – C) was developed and was part of the package that was presented to stakeholders.

Survey questionnaires were mailed out to companies between October and November 2007. An online version of the survey form was prepared and posted on the government's website at www.ab.gov.ag. This was done to afford respondents the choice of either completing the survey

manually or online. If respondents chose to complete the manual survey they were provided with government stamped return envelopes.

Because the survey was available online precautions had to be taken so that only valid representatives of the selected companies could complete the survey. To prevent unsolicited responses every business in the sample was issued a password which was sent in the cover letter that accompanied the survey (see Appendix - D).

The survey was not restricted to only the companies included in the sample. Other businesses operating in the country were invited to participate. Those who responded to the invitation were advised to call our offices whereupon their company's contact data was captured and a password was issued.

Analysis Phase

The survey sought to determine three basic things: how computer are used in the business sector, how the Internet is used and what is the level of e-business in the country. Specific indications were sought on:

- The proportion of businesses using computers

- How computers are used generally by all businesses

- How computers are used by specific types of businesses

- Proportion of businesses using the Internet

- How the Internet is used by all businesses

- Use of the Internet by specific types of business

- Proportion of businesses with a Web site

- How many business have an Intranet

- Proportion of businesses doing business over the Internet, and

- How businesses access the Internet

The Table of Figures gives a more expansive list of the indicators that were determined in this phase.

Publication phase

This document is one of the primary outputs of this phase.

Survey results

Profile of Respondents

One hundred and two companies responded to the survey. The respondents are engaged in a range of activities as shown in Figure 1.
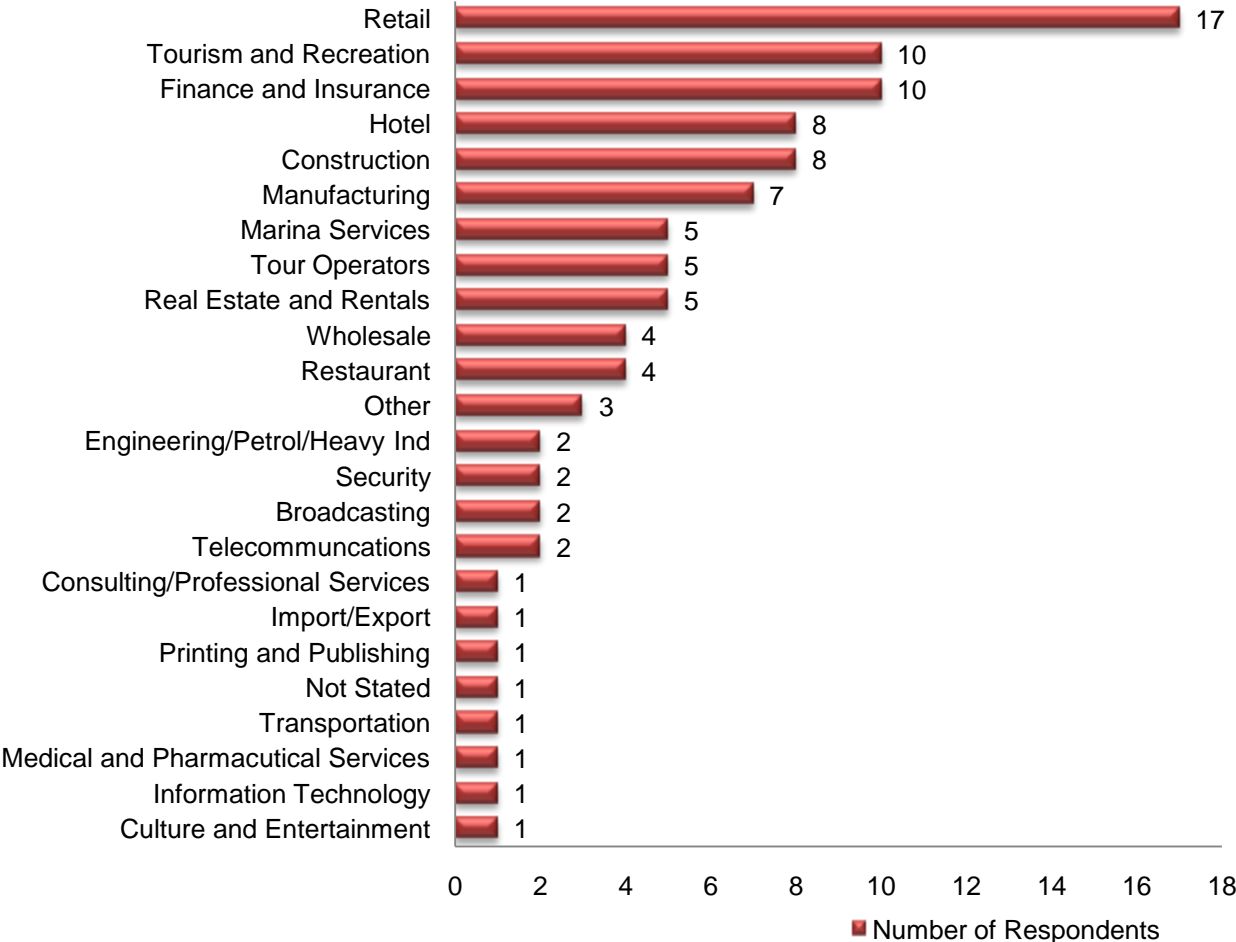
Type of Business	Number of Respondents
Retail	17
Tourism and Recreation	10
Finance and Insurance	10
Hotel	8
Construction	8
Manufacturing	7
Marina Services	5
Tour Operators	5
Real Estate and Rentals	5
Wholesale	4
Restaurant	4
Other	3
Engineering/Petrol/Heavy Ind	2
Security	2
Broadcasting	2
Telecommuncations	2
Consulting/Professional Services	1
Import/Export	1
Printing and Publishing	1
Not Stated	1
Transportation	1
Medical and Pharmacutical Services	1
Information Technology	1
Culture and Entertainment	1

Figure 1: Types of Business in which respondents are engaged

Figure 2 shows that many of the respondents are small to medium sized enterprises (SMEs). Sixty eight percent (68%) have between 1 to 25 employees. Only thirty two percent (32%) of respondents indicated that they have more than 25 employees.

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A majority of respondents are in the retail trade. This perhaps explains why individuals rather than companies or the government make up the largest customer base of the respondents as is seen in Figure 3.
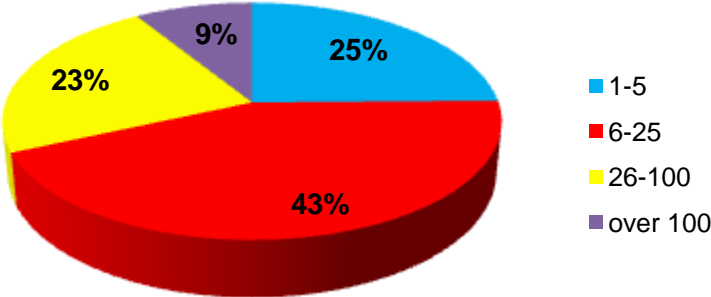

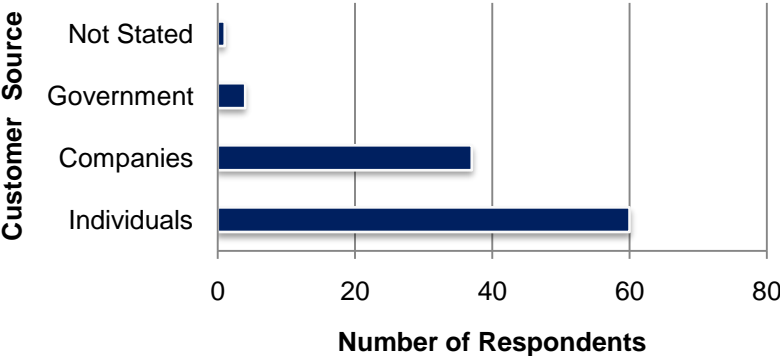**Figure 2: Profile of respondents by number of employees**

Figure 3: Customers base of respondents

Thirty percent (30%) of the respondents have annual revenues of over $1 million whilst another thirty two percent (32%) earned between $100,000 and $1 million over the course of the last fiscal year. This is indicated in Figure 4.

Cross-referencing revenue to staff size reveals that a majority of the respondents fall into one of two groups. The first group of respondents earns between $100,000 and $1 million and has a staff compliment of 6 to 25 employees. The second group earns in excess of $1 million and has a staff compliment of 26 to 100 employees. This is seen in Figure 5.
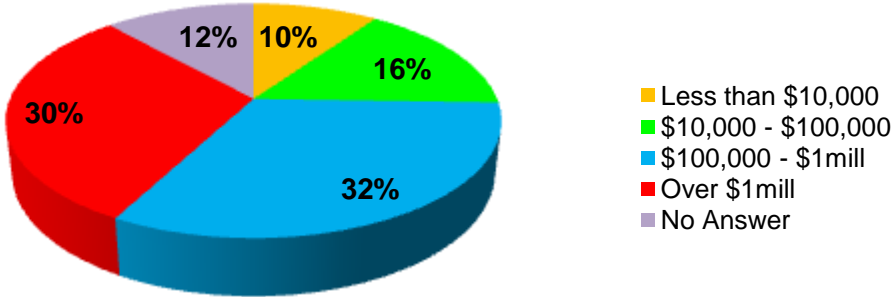

Figure 4: Profile of respondents by annual revenue

Figure 6 shows that a majority of respondents indicated that their primary source of customers was in Antigua and Barbuda. Retailing, finance and insurance, and construction and manufacturing companies cater largely to local consumers (see Figure 7).

The next main source of customers is outside of the region since the CARICOM area was the least likely source of customers for the companies that responded to the survey.
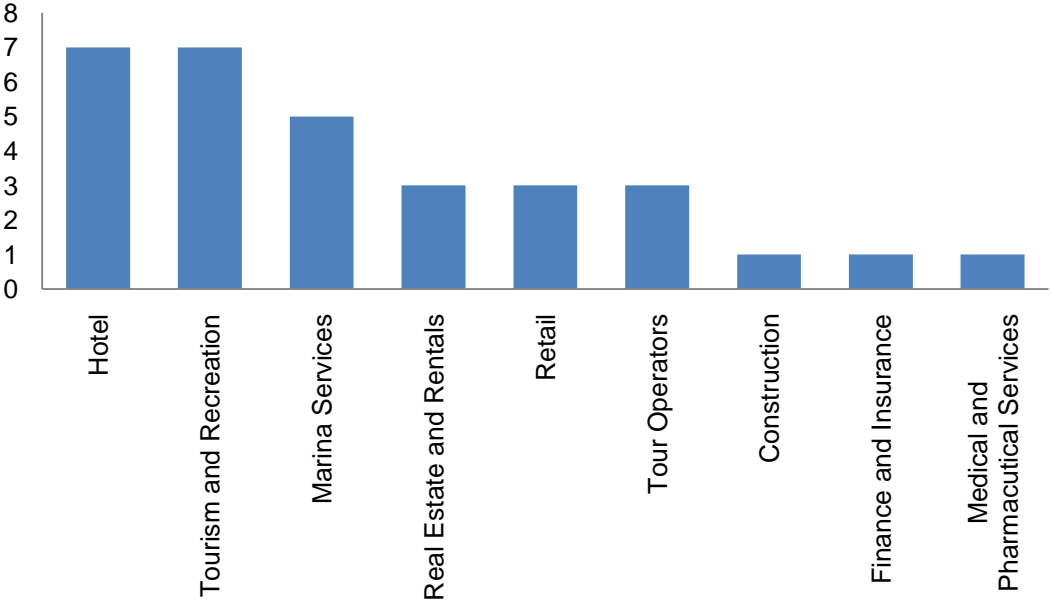

Figure 8 reveals the ranking of companies whose customers come from outside the region. Hotels, tourism and recreation businesses and companies engaged in marina services cater primarily to customers from outside of the region.

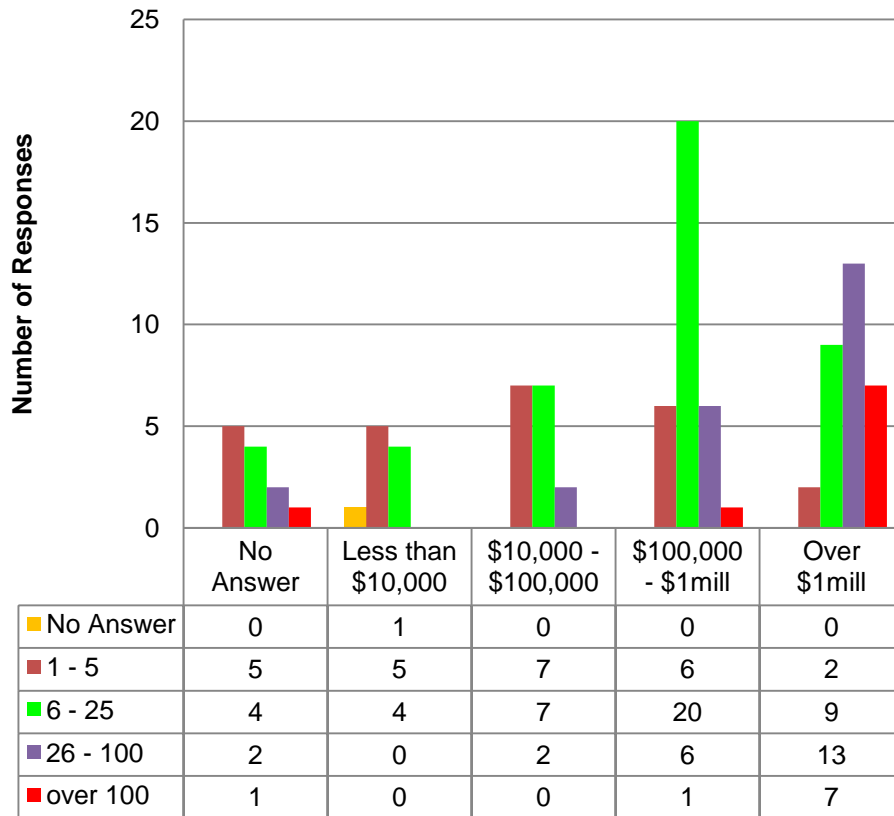|	No Answer	Less than $10,000	$10,000 - $100,000	$100,000 - $1mill	Over $1mill
No Answer	0	1	0	0	0
1 - 5	5	5	7	6	2
6 - 25	4	4	7	20	9
26 - 100	2	0	2	6	13
over 100	1	0	0	1	7

Figure 5: Relationship between revenue and number of employees
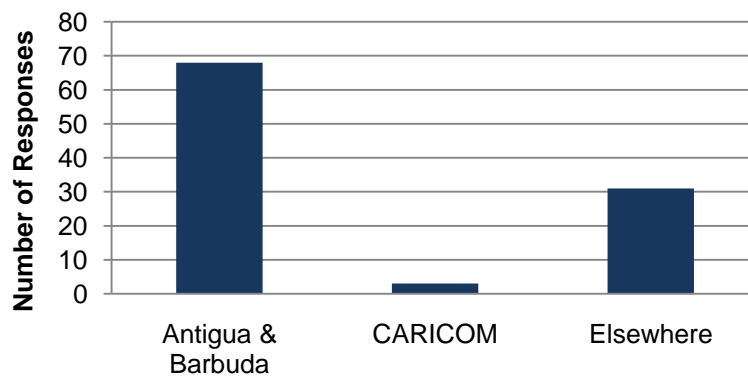

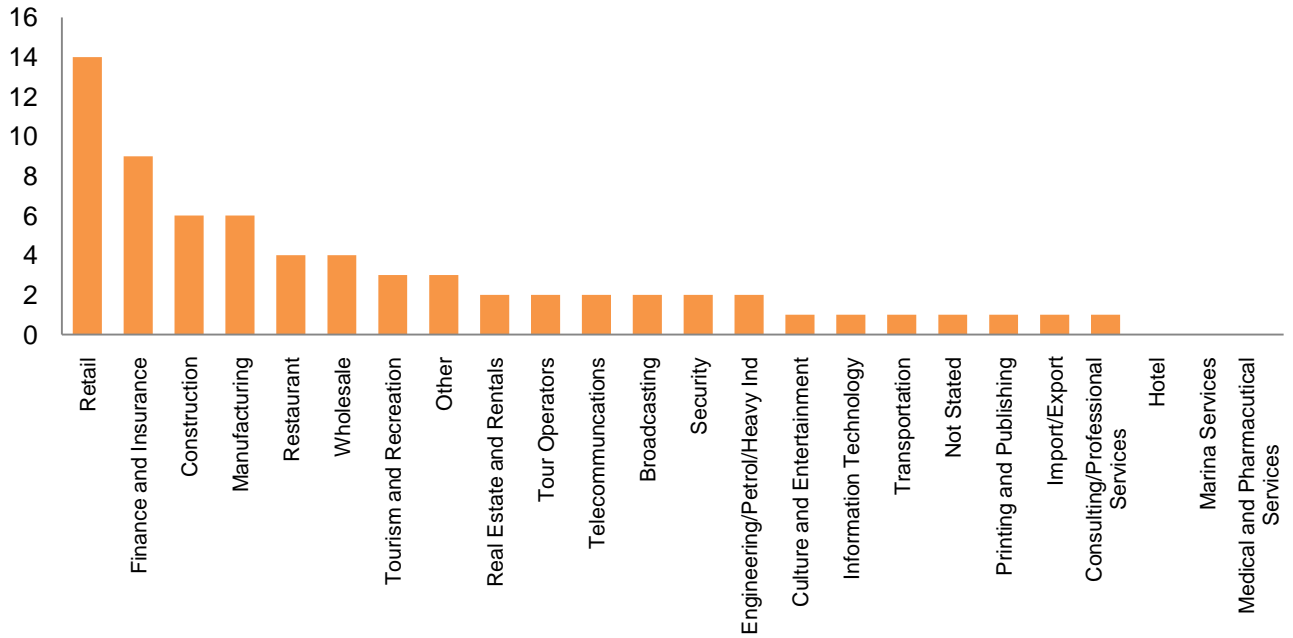**Figure 6: Main source of customers**

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Figure 7: Businesses whose primary source of customers is from Antigua and Barbuda
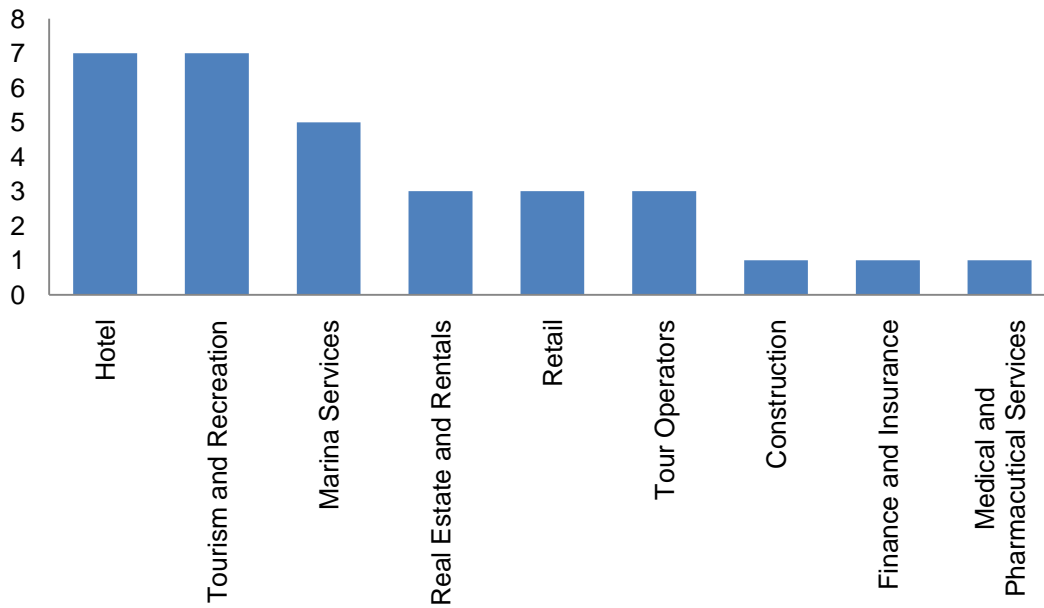

Figure 8: Business whose primary source of customers is from outside of the region

Computers usage

Computer usage by businesses in Antigua and Barbuda is widespread. Only two percent (2%) of the respondents indicated that they did not use computers in their business. When asked about the number of computers in their business seventy one percent (71%) of the respondents indicated that their businesses have between 1 and 10 computers. Twenty two percent (22%) indicated that they have between 11 and 50 computers whilst four percent (4%) stated that they have between 51 and 100 computers. One percent (1%) of the respondents indicated that there are over 100 computers in their business.
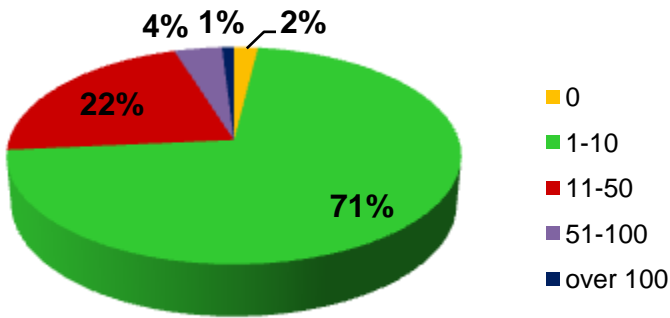

Figure 9: Number of computers used in businesses

A majority of the companies use their computers for office applications. Administrative application such as those for finance, inventory, payroll and point of sale are frequently used. Software development and programming is not significant.
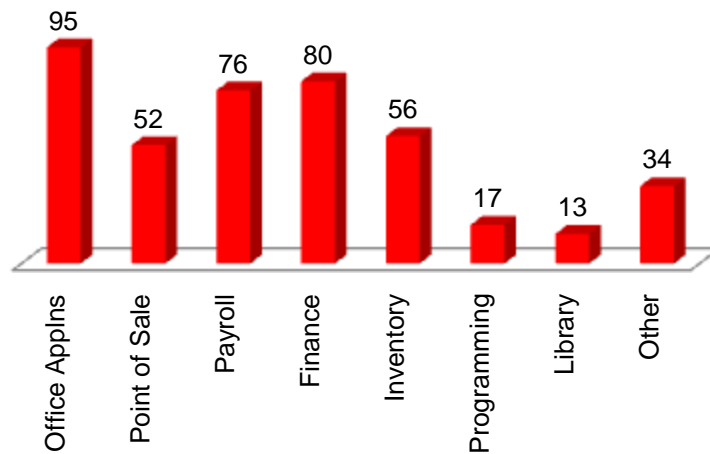
Figure 10: How computers are used

Computer usage is fairly evenly distributed among all categories of employees. There is however a slightly higher usage of computers among senior management than among other types of employees.
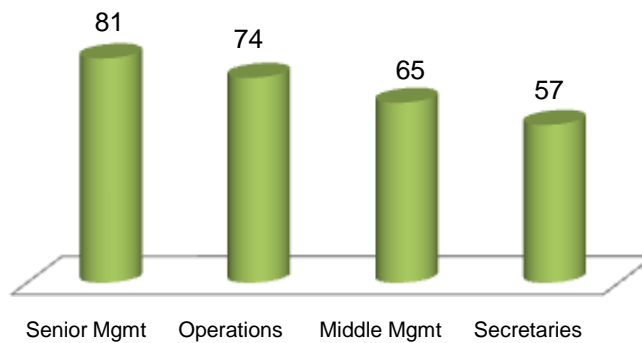

Figure 11: How computers are used by different employee categories

Many businesses have computer networks. Approximately three quarter of the respondents indicated that their computers were networked (Figure 12).

Approximately equal numbers of respondents (37% - 38% as seen in Figure 13) indicated that they purchased their computers either exclusively in Antigua or exclusive from outside the country.
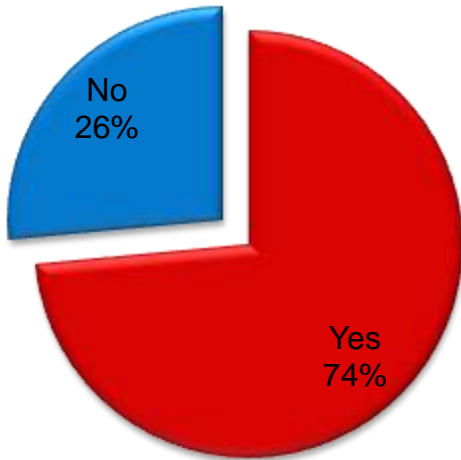
Figure 12: Proportion of companies with computer network
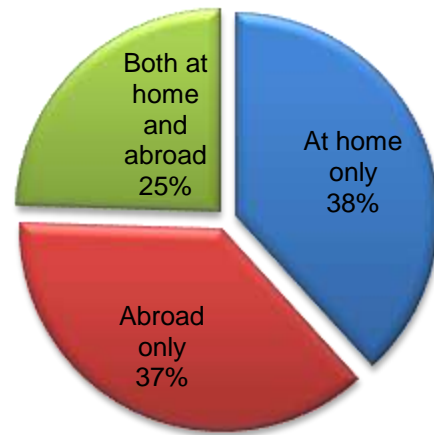
Figure 13: Where computers are purchased

Internet usage

Internet usage in the business community in Antigua and Barbuda is widespread. Figure 14 indicates that almost every company that responded to the survey has access to the Internet. Figure 15 shows that sixty six percent (66%) of the respondents indicated that over three quarters of the computers in their business have access to the Internet. Slightly less than one quarter of the respondents said that fifty percent (50%) or less of the computers in their business is connected to the Internet.
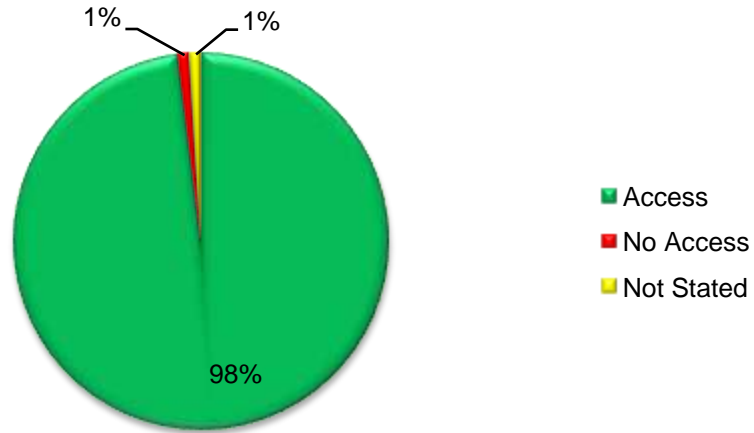
Figure 14: Proportion of Companies with Internet Access
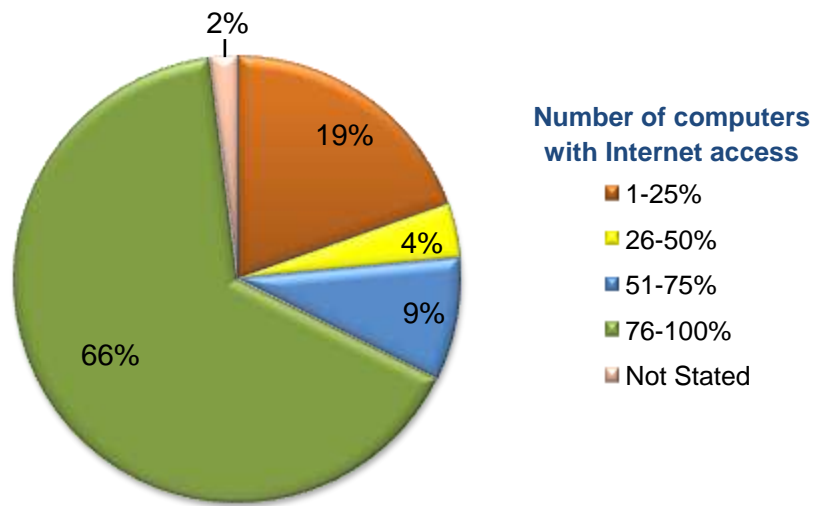
Figure 15: Percentage of computers in businesses that are connected to the Internet

Figure 16 and Figure 17 indicate that many of the companies have high speed internet access. When asked about how they access the internet many responded that they either do so through a wireless connection (45% of respondents) or through broadband facilities (31% of respondents). Very few companies (3%) indicated that they use dial-up.
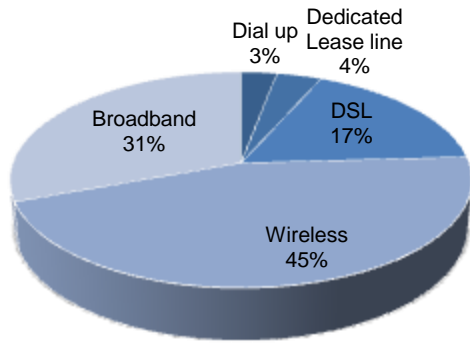
Figure 16: How the Internet is accessed
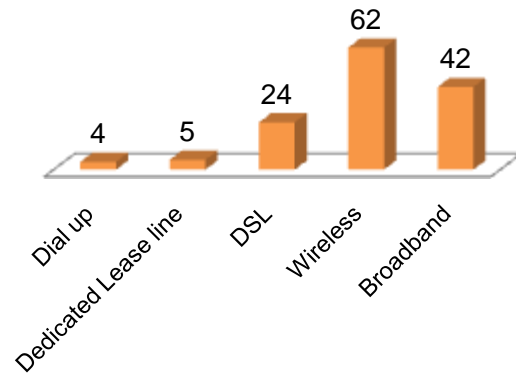
Figure 17: Responses by Types of Internet Connection used

Many respondents indicated that they use the Internet primarily for sending and receiving email and for searching for information or doing research. It is noteworthy that purchasing and customer services scored highly among the reasons why the Internet is used. This suggests a strong foundation for e-business particularly as it regards e-procurement and customer relationship management (CRM) activities.

Figure 19 shows that the use of the Internet for online sales and CRM by hoteliers and tourism and recreation companies exceeds the use by companies engaged in other types of business activities. Retailers are the largest group that uses the Internet for e-purchasing (Figure 19).

E-Government services are among the least frequently accessed Internet activities. This may be due to a lack of online government services or an unawareness of the government services that presently exist.
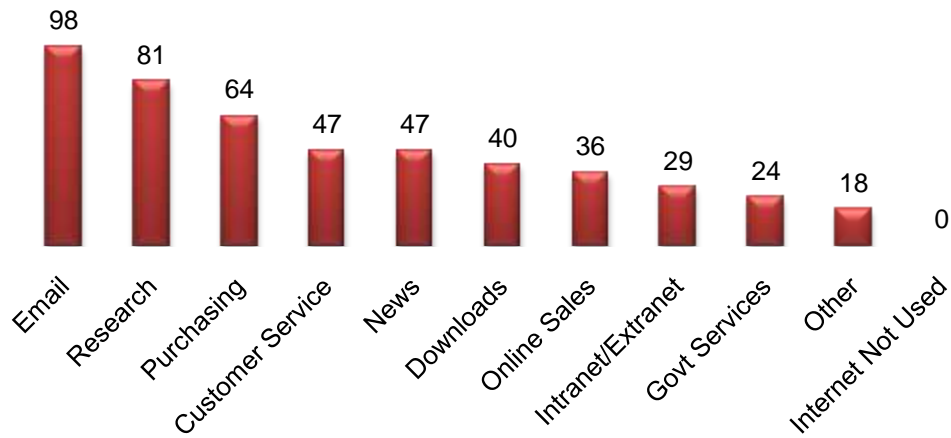
Figure 18: Responses on how the Internet is used by businesses
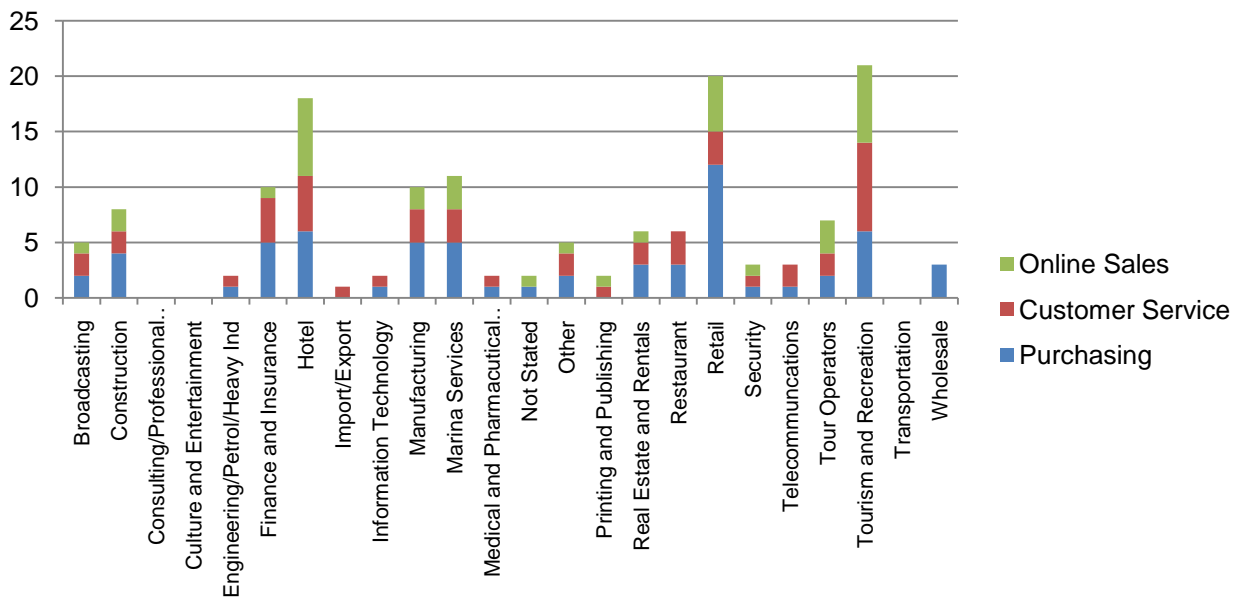
Figure 19: Internet use for typical e-business activities

When asked about the percentage of staff that had access to the Internet in their companies most responded that the level of penetration was more than seventy five percent (75%). Respondents indicated that usage was highest among their senior management and least

among their secretarial staff. Even so Internet usage among all categories of staff appears high when compared to the total number of companies who responded to the survey. From Figure 21 it can be determined that Internet penetration[2] among all staff is about seventy percent (70%).
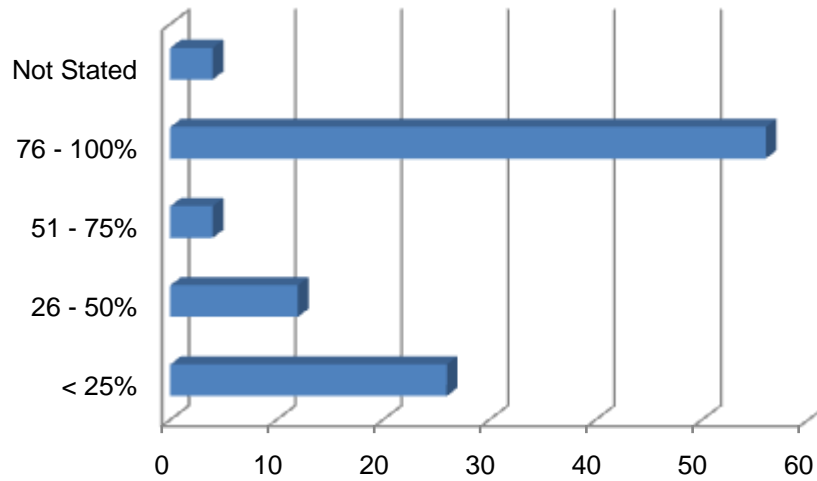
Figure 20: Proportion of staff with Internet Access
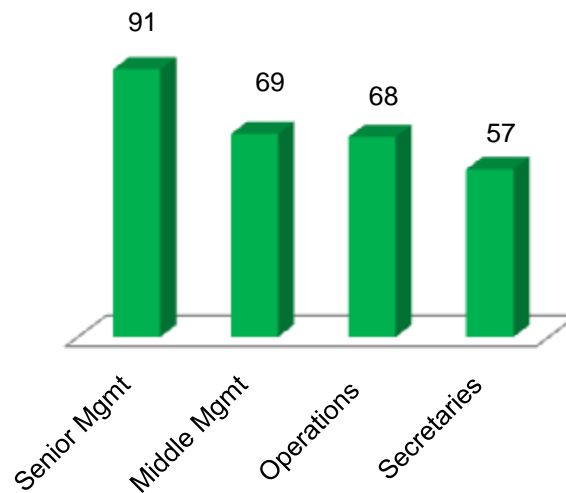
Figure 21: Internet Access by staff category

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[2] *Calculated as the average of Internet access by staff category / number of respondents (102)*

Figure 22 suggests that many companies are aware of the need to protect their computer facilities. Over ninety percent (90%) of respondents have implemented measures to protect themselves against attack from computer viruses or malicious software.

3%
6%
91%

■ Firewall   ■ No Firewall   ■ Not Stated
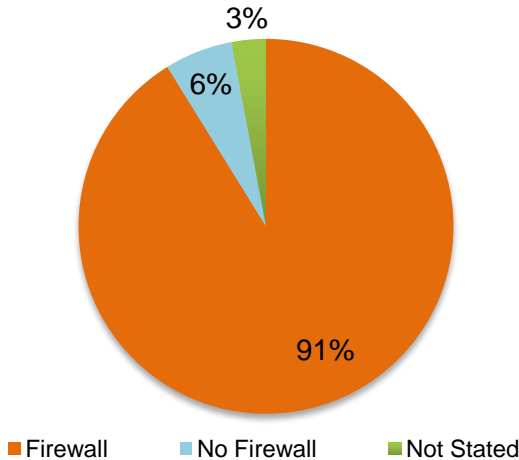
Figure 22: Internet Security Measures

Some businesses do utilize Internet technology as a strategic tool to work inwardly[3]. As seen in Figure 23, twenty five percent (25%) of respondents indicated that they have an Intranet. Figure 24 suggests that these are used mainly for meeting notes, calendaring and other collaborative activities.

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[3]*Working inwardly refers to using an Intranet to reach employees. Working outwardly refers to using the Internet to reach customers. Working across refers to using the Internet to work with other companies.*
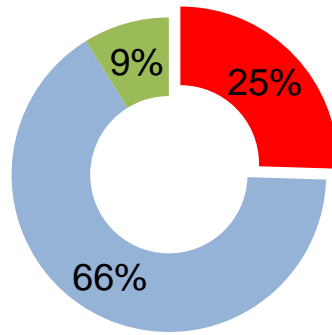
Figure 23: Proportion of businesses with Intranets
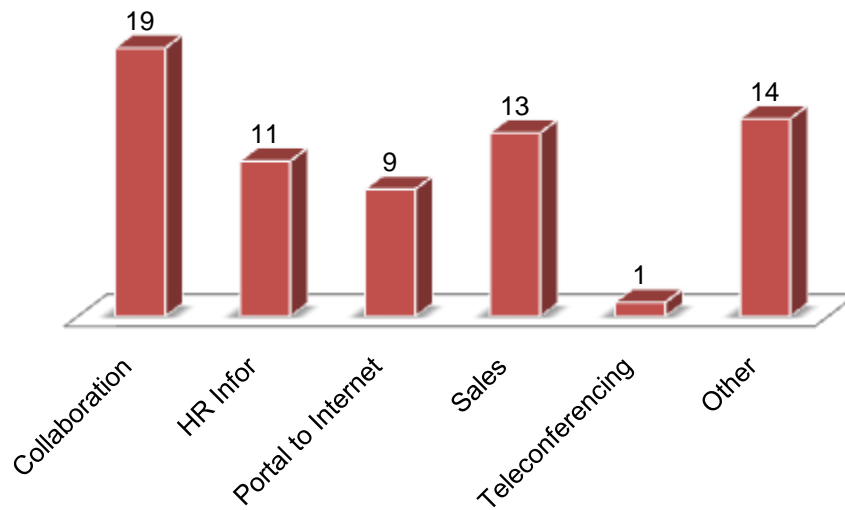
Figure 24: Intranet Use

Website Usage

Sixty two percent (62%) of respondents indicated that their company had a website. Figure 26 shows that a majority of businesses had set up their website to provide general or marketing information.

Figure 26 show that e-business was not a primary reason for having a website. Figure 27 reveals that hotels and companies in the tourism and recreation industry are primarily the ones who set up their websites to do e-business.
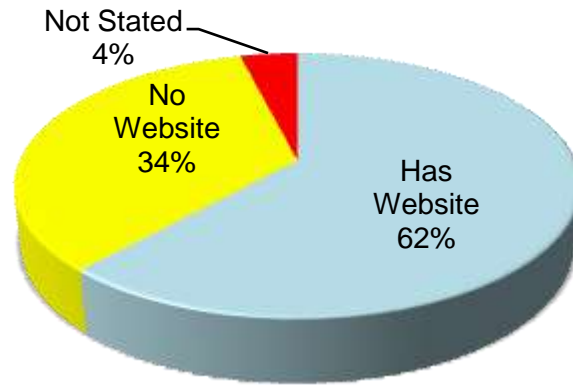
Figure 25: Website ownership
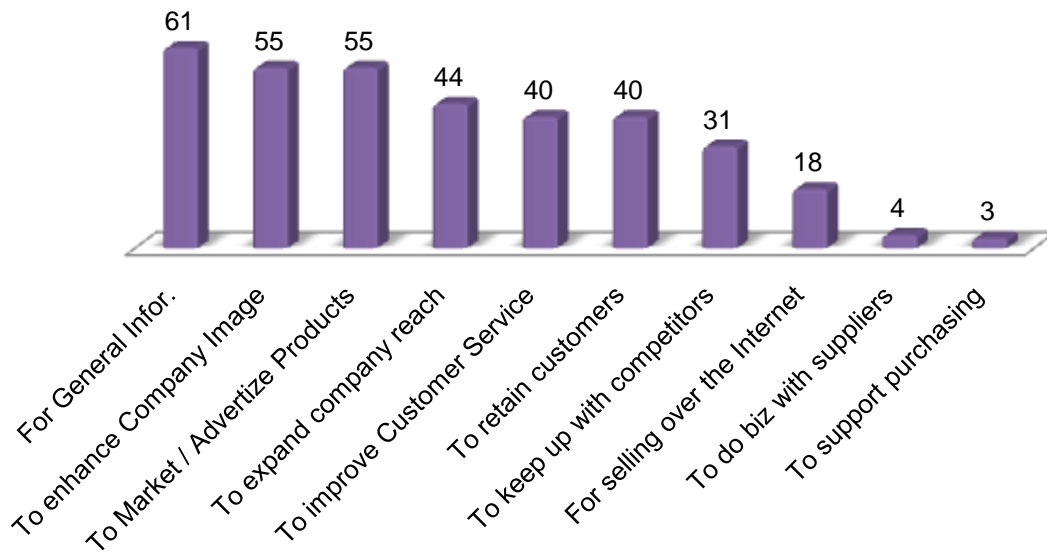
Figure 26: Reasons given for setting up website

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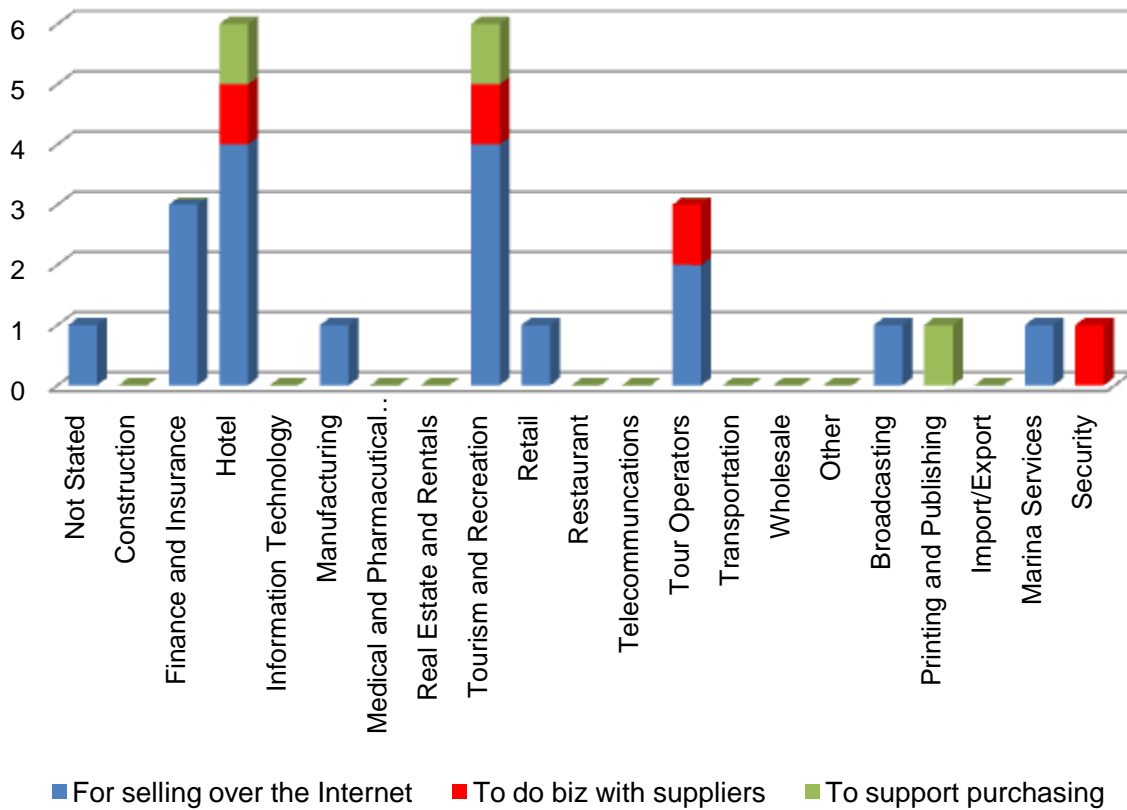
Figure 27: Profile of Businesses engaged in e-commerce

Seventy three percent (73%) of websites were set up before 2005 (see Figure 28). This indicates that these respondents have at least two years experience with being online.
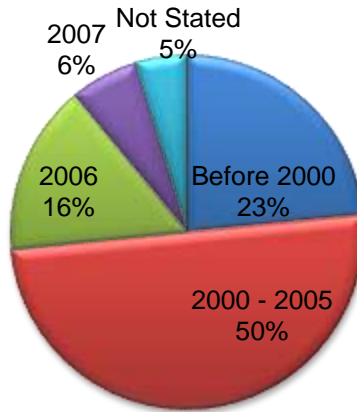
Figure 28: Dates when website were set up

Over fifty percent (50%) of "online respondents"[4] have indicated that their websites are hosted outside of Antigua and Barbuda. As seen in Figure 30, cost and speed of access were not significant reasons for hosting their websites outside of the country.
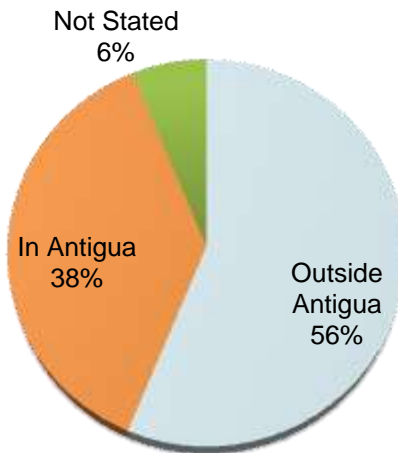
Figure 29: Where Websites are hosted

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[4] *Respondents with websites*
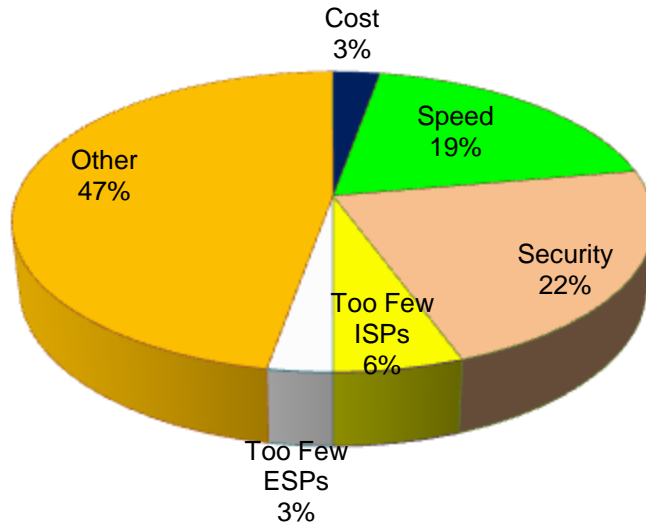
Figure 30: Reasons for hosting website outside the country

Figure 31 shows that the majority of companies with an on-line presence promote their websites through targeted mail and email to potential customers. Many offer online advantages using coupons, discounts and the like. Few use search engines like Google to promote their websites. Those who do not promote their websites were in the minority of the online respondents.
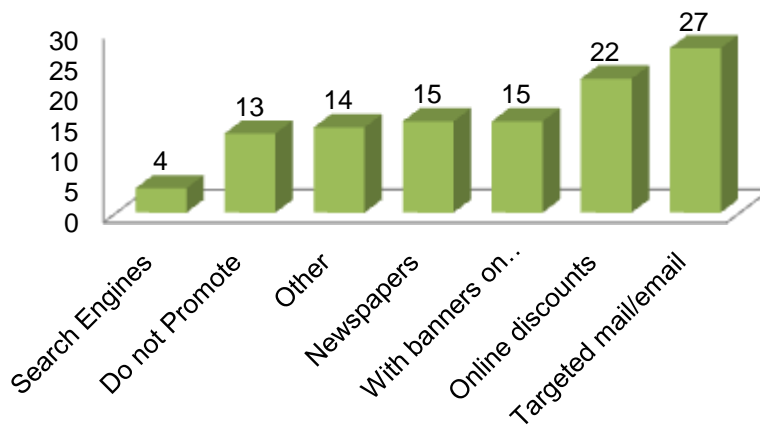
Figure 31: How websites are promoted

Forty one percent (41%) of the online companies indicated that they tracked the number of visitors to their site. Of these, the numbers of website visitors are fairly consistent across all visitor ranges (see Figure 33).
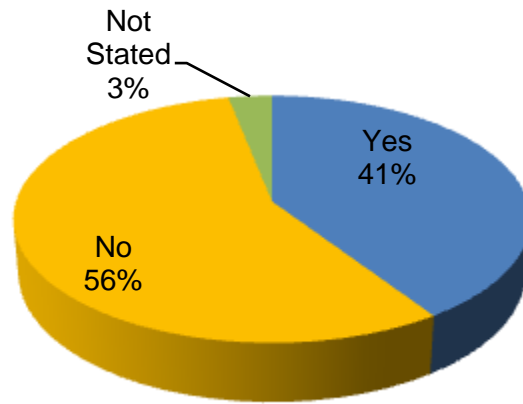
Figure 32: Are number of visitors to website tracked
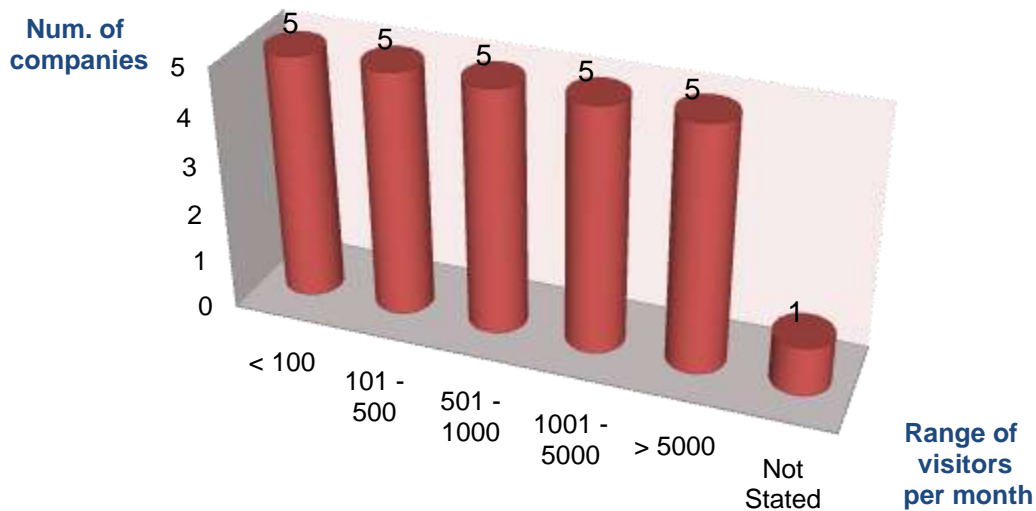
Figure 33: Companies whose volume of website visitors per month is in specified range

A majority of companies doing business on the Internet had indicated that having a website has increased their revenue. Fifty six percent (56%) of these respondents have stated this. As

Figure 35 shows forty six percent (40%) of respondents have indicated that their website has increased their revenue by up to 10%. Another twenty nine percent (29%) indicated that their revenue has increase by up to fifty percent (50%).
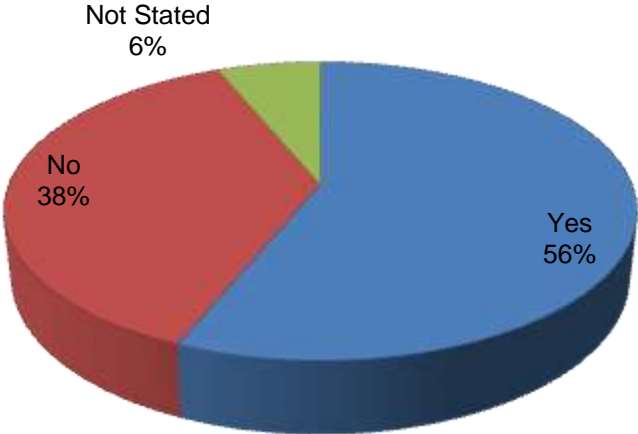
Figure 34: Has revenue increased because of website
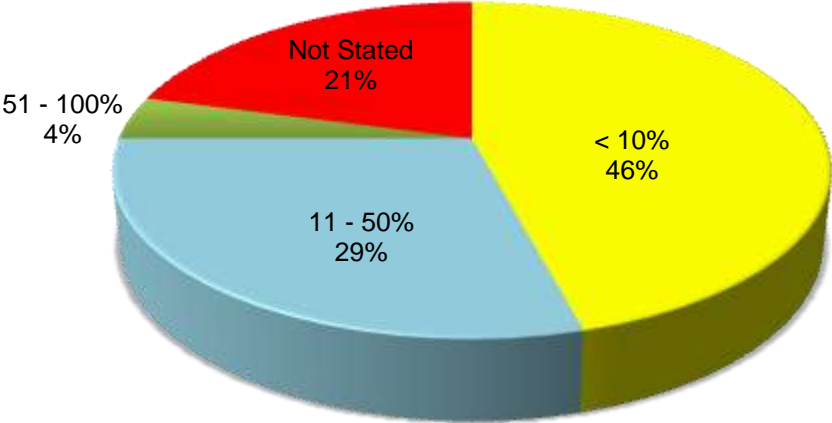
Figure 35: Percentage increase in revenue because of website

Two thirds of online companies have indicated that they are not worried about doing business on the Internet. Thirty percent (30%) of such companies do have some concerns however. This is shown in Figure 36 below. Figure 37 reveals that protecting financial transaction whilst on the Internet and setting up reliable payment systems are the main concerns about doing business on the Internet.
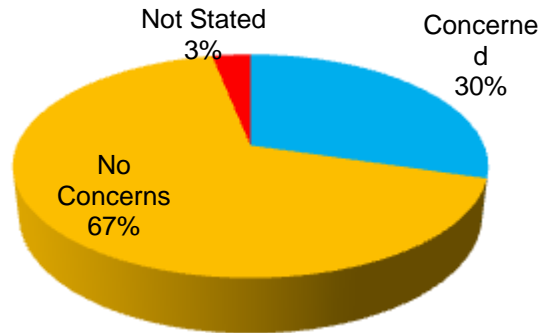
Figure 36: Level of concern about doing business on the Internet
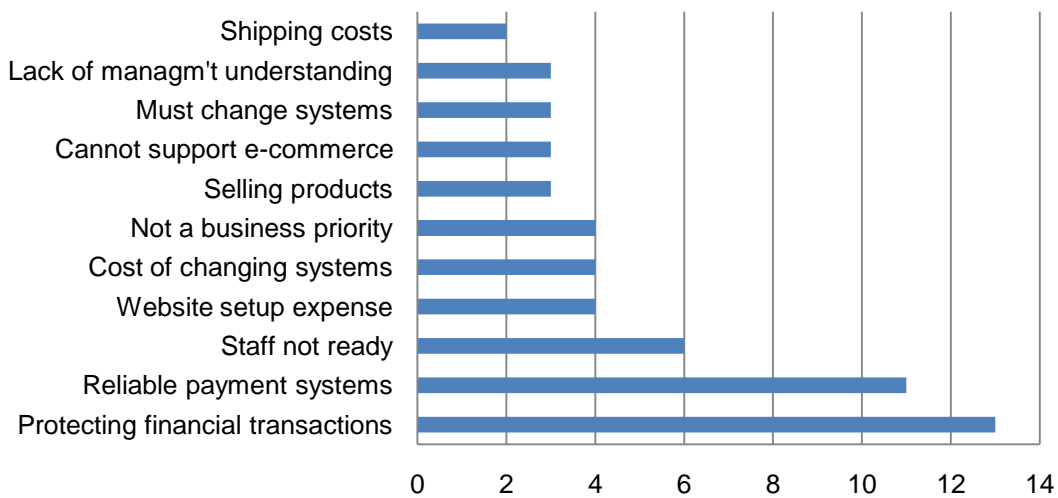
Figure 37: Specific concerns over doing e-business

Conclusion

The survey exercise was conducted over a two month period between mid October and December 2007. The response rate was 13.7% and raises the issue of the low response rate. The National Statistical Office has informed that from previous survey conducted this response rate is very typical and that much effort, bordering on harassment, is required to engender a greater response. An explanation for this appears to be that members of the business community in Antigua and Barbuda are very wary about disclosing information about their businesses and are consequently very tardy in responding to surveys. One respondent to the survey queried by two-page letter how and why their information was obtained and further indicated that they had no interest in responding to the survey. Greater efforts are therefore needed to build trust between the government and the private sector and to sensitize the business community about the economic and societal benefits of responding to surveys.

Finally it is recommended that the e-readiness survey be left on the government website so that it can be always available to be members of the business community. Consequently a review of the survey results can be undertaken on an annual basis and a comparison made between results from different years. This would allow the Government and private sector to judge the effectiveness of their ICT programs and to make adjustments where needed.

Business Survey Work Breakdown

Business Survey
2.0

Business Survey Preparation Phase 2.1
- Business Survey Questionnaire 2.1.1
  - Prepared Business Survey Questionnaire 2.1.1.1
  - Business Survey Questionnaire reviewed by Stats Div 2.1.1.2
  - Printed Business Survey Questionnaires 2.1.1.3
- Business Survey Funds 2.1.2
  - Funding for Stats. Div Cost 2.1.2.1
  - Funding for MIBT Cost 2.1.2.2
  - Funding for Publishing Business Survey Results 2.1.2.3
  - Other required Funds 2.1.2.4
- Business Survey Modalities 2.1.3
  - Company Name and Address database 2.1.3.1
  - Business Survey Rules 2.1.3.2

Business Survey Execution Phase 2.2
- Conduct Business Survey 2.2.1
  - Mailed Business Survey Forms 2.2.1.1
  - Business Survey Follow-up 2.2.1.2
    - Telephone Follow-ups 2.2.1.2.1
    - Face to Face Follow-ups 2.2.1.2.2
- Collect Business Survey Forms 2.2.2

Business Survey Analysis Phase 2.3
- Business Survey Analysis Indicators 2.3.1
  - Business Survey outcomes 2.3.1.1
- Business Survey Analysis 2.3.2
  - Digitized Business Survey Output 2.3.2.1
  - Business Survey Analysis Report 2.3.2.2

Publication of Business Survey Results 2.4
- Business Survey Publication Sample 1.4.1
- Published Business Survey Results 1.4.2

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Newspaper article and press announcements

800 Businesses To Participate In Electronic Commerce Readiness Survey

By Elicia Phillips

The Ministry of Information, Broadcasting and Telecommunications and the Commonwealth Secretariat have selected 800 businesses in Antigua & Barbuda to participate in a Business Readiness Survey.

Speaking at a press conference yesterday, Dr Edmond Mansoor, the minister responsible for the initiative, said the Ministry is collaborating with the Commonwealth Secretariat to bring Antigua's business sector on par with other developing countries.

"The government has committed to developing electronic commerce as a key ingredient on fast tracking how business is done in Antigua & Barbuda, both in the government and the private sector," Dr Mansoor said.

Before the full implementation of an electronic commerce programme, the minister highlighted the need for an analysis of the state of readiness of the sectors, beginning with the private sector.

ICT Consultant at the Commonwealth Secretariat, Roger de Peiza, noted, "if we don't progress, or make some movement along this road, we will fall behind the competition, not only in Caricom, but in the rest of the world.

De Peiza said the survey is seeking to acquire information on businesses based on Internet and computer usage, general information, along with website inquires. It is expected to take 10 to 15 minutes to complete.

The consultant said currently the organization is working on mailing the survey to selected businesses, and that the surveys can be answered either electronically or by hand.

The issue of lack of privacy was laid to rest, as the consultant said the information submitted would only be available to the government and the company.

"Each company has an access code, the code allows you to enter the survey on line (the code is printed on the forms also)," he said, adding that a privacy policy is available online, and if the business chose to answer the survey by hand, it can be mailed to the Ministry.

Businesses which have not received an invitation to participate in the survey may do so by contacting the Ministry at 562-5827.

For more information persons are asked to go to www.ab.gov.ag

Representative of the Commonwealth Secretariat Roger de Peiza said businesses in Antigua & Barbuda need to take the business readiness survey to ensure they are on par with others in developing countries. (Photo by Elicia Phillips)

PUBLIC SERVICE ANNOUNCEMENT

FROM The Ministry of Information, Broadcasting and Telecommunications

SUBJECT E-Readiness Business Survey

FOR USE September 24th 2007 – October 12th 2007

LENGTH 60 seconds

MESSAGE

The Ministry of Information, Broadcasting and Telecommunications announces the launch of its E-Readiness Business Survey. This survey targets members of the business community and is meant to provide statistics on their use of Information and Communication Technologies or ICTs. The results of the survey will help the government and the private sector develop strategies to maximize the economic benefits that accrue from using ICTs.

Survey forms will be mailed to prospective participants between September 24th and October 7th. Respondents can either complete the survey form on paper or via the Internet on the government's website at www.ab.gov.ag.

The Ministry wishes to thank all respondents in advance for their participation.

E-Readiness Business Survey,

Telecommunications Division,

State Insurance Building,

CONTACT

Long & Thames Street, St. John's, Antigua.

Tel: 562 5827

E-mail: telecom@antigua.gov.ag   Website: www.telecom.gov.ag
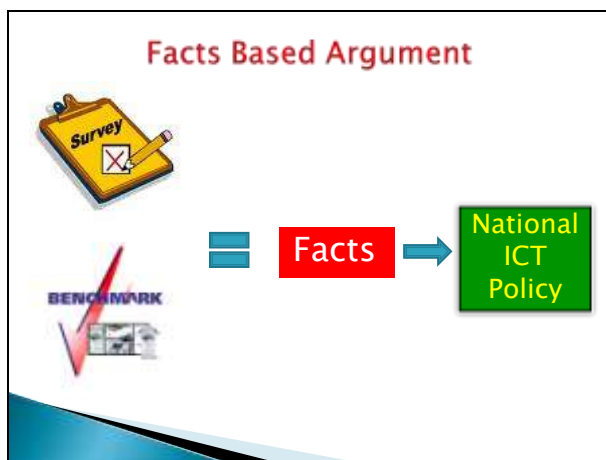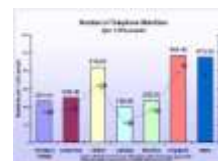
Appendix – C

Business e-readiness survey PowerPoint slide presentation

Who uses ICT statistics?

Internal stakeholders

- Government
- Academia
- Private Sector

External stakeholders
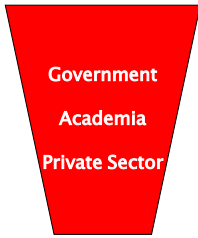
- Funding agencies
- International donors
- Foreign investors

Countries are ranked on International Indicies

Key indicator	Organization
E-Readiness Index	United Nations Division for Public Administration and Development Management (UNPAN)
Digital Access Index (DAI)	International Telecommunication Union (ITU)
ICT Index	World Bank
Digital Opportunity Index (DOI)	International Telecommunication Union (ITU)
E-Readiness Index	Economist Intelligence Unit (EIU)
Index of ICT Diffusion	United Nations Conference on Trade and Development (UNCTAD)
Index of Knowledge Societies (IKS)	World Bank (WB)
Infostates	Orbicom
Knowledge Economy Index (KEI)	World Bank Institute
Networked Readiness Index (NRI)	World Economic Forum
Technology Achievement Index (TAI)	United Nations Development Programme (UNDP)

About the ICT Business survey

ICT Business Survey

Company Details:
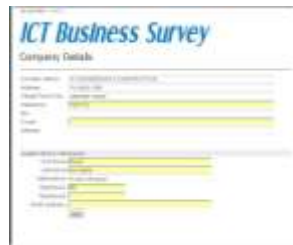
The Basis of the ICT Survey

- Based on indicators from the **Partnership on Measuring ICT for Development**

  - "Provides a coherent and structured approach to advancing the development of ICT indicators globally, and in particular in developing countries."

International Telecommunication Union (ITU)

Organization for Economic Co-Operation and Development (OECD)

United Nations Conference on Trade and Development (UNCTAD)

United Nations Educational, Scientific and Cultural Organization (UNESCO) Institute for Statistics

UN ICT Task Force

The World Bank

UN Economic Commission for Africa (ECA)

UN Economic Commission for Latin America and the Caribbean (ECLAC)

UN Economic and Social Commission for Asia and the Pacific (ESCAP)

UN Economic and Social Commission for Western Asia (ESCWA)

EUROSTAT

What kinds of questions are asked on the survey?

- Company and Contact Information
- Computers Usage Information
- Internet Usage Information
- Company Website Information

Expected output

1. Proportion of businesses using computers
2. How computers are used generally by all businesses
3. How computers are used by specific types of businesses
4. Proportion of businesses using the Internet
5. How the Internet is used by all businesses
6. Use of the Internet by specific types of business
7. Proportion of businesses with a Web site
8. How many business have an Intranet
9. Proportion of businesses doing business over the Internet
10. How businesses access the Internet

and much more....

How long would it take to complete?

- Survey deliberately kept simple
  ◦ People do not like to do surveys

- 5 – 10 minutes

How would you get the ICT Business Survey

- Through the mail
  ◦ Paper based

- Web based
  ◦ Accessible through the government's website at www.ab.gov.ag

What about Privacy of your data?

- Subject to the Government Privacy Policy
  ◦ http://www.ab.gov.ag/gov_v2/shared/privacypolicy.html

Contests & Surveys

We may run contests or surveys in which we ask our users for contact information (like their email address). We use the customer contact information from the entry form to send the user information about us and our products and services, or to contact them when it becomes necessary (like notices, updates, patches, etc...). Users may opt-out of receiving future mailings (see the choice/opt-out section below).

Security

- Survey not accessible to the general public
  ◦ Password / Access Code is given to each company taking part in the survey

- Sent out to participants

What if you have a business but were not contacted?

- Write, call or email us at:

> Telecommunications Division
> 4th Floor, State Insurance Building
> Long & Thames Street, St. John's
>
> Tel: 562-5827
>
> E-mail: ictbusinesssurvey@telecom.gov.ag

An Observation

One-Stop Service   Non-Stop Service   From Anywhere   Personalised Service

Evolution of e-Governance

Level 6: 'Joined-up' Government – Full Integration –

Level 5: e-Democracy

Level 4: Delivery of On-line Transactions

Level 3: Two-way Interaction with Citizens

Level 2: Public Access to Information

Level 1: e-Mail & Internal Applications/Networks
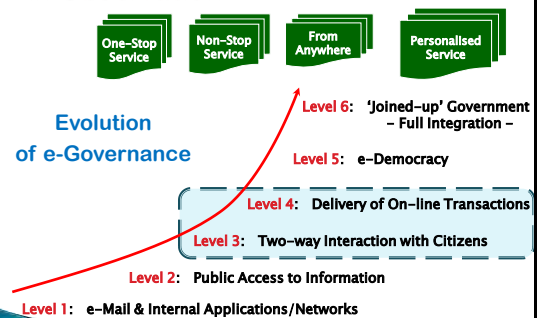
Its about partnership

▸ To build our businesses
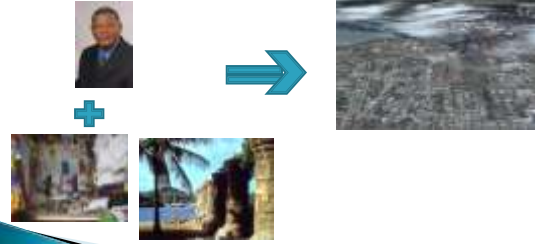
Thank you

Appendix - D

E-readiness Business Cover Letter and Survey Form

TELECOMMUNICATIONS DIVISION

Ministry of Information, Broadcasting and Telecommunications

4th Floor SIC Business Centre   Thames & Long Streets   St. John's   Antigua
Local: 562-6732   International :   **(268) 562-1868**
562-5827   Fax :   **(268) 562-1872**
 Website: www.telecom.gov.ag   **Email : telecom@ab.gov.ag**

Monday, March 10, 2008

███████████████████
█████████████

Dear ████████████

As you may be aware the government has been actively pursuing an Information and Communication Technologies (ICT) developmental agenda. Thus far our efforts have been focused on Community Computer Access Centres and programmes that target the youth and people in different communities. The government is expanding its ICT initiative to engage the business community in general and small and medium enterprises (SME) in particular.

An ICT Business Survey has been launched as a pretext to understanding what the ICT needs of the business community are. The survey seeks to determine how companies use computers and the Internet and also the level at which companies engage in electronic commerce.

We want to hear from you whether or not you have computers or use the Internet, and we are seeking your cooperation in completing this survey ***expeditiously***. You may do this by manually filling out the survey form and returning it using the addressed envelope that is enclosed. Alternatively, you may go to the government's website at www.ab.gov.ag and complete the survey there. If you choose to use the online survey then you need to select your company's name from the list and enter the code that is written on the survey form. This will allow you to enter the data for your company. Thank you for your cooperation and we look forward to your prompt response.

Sincerely,

_____

Roger de Peiza
ICT Consultant
Commonwealth Secretariat

Antigua and Barbuda
Information and Communication Technology
Business Survey

This survey may also be completed on the Internet at www.ab.gov.ag
To complete the online survey please use the following password

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Company Name: ███████████████████

Address: █████████

Village/Town/City ST. JOHN'S

Telephone: █████

Fax:

Website:

Contact Information

Title: Mr.

First Name: █████

Last Name: ████

Position:

Email:

Please update company and contact information on the form if necessary

Section 1: Company Information

1) **How long has your company been in operation?**

- ○ Less than a year
- ○ 1-5 Years
- ○ 6-10 Years
- ○ 11-15 Years
- ○ Over 15 Years

2) **What is your company's primary type of business?**

- ○ Agriculture
- ○ Construction
- ○ Culture and Entertainment
- ○ Finance and Insurance
- ○ Fishing
- ○ Hotel
- ○ Information Technology
- ○ Legal
- ○ Manufacturing
- ○ Medical and Pharmaceutical Services
- ○ Real Estate and Rentals
- ○ Sport
- ○ Tourism and Recreation
- ○ Retail Trade
- ○ Restaurant
- ○ Telecommunications
- ○ Tour Operators
- ○ Transportation
- ○ Wholesale Trade
- ○ Other

3) **How many employees were in your company as at May 1st 2007 (including temporary, permanent and casual workers)**

   ○ 1 - 5

   ○ 5-25

   ○ 26-100

   ○ Over 100

Tick one value

4) **How much revenue did your company make in the last financial year?**

   ○ Less than $10,000

   ○ Between $10,000 and $100,000

   ○ Between $100,000 and $1 million

   ○ Over $1 million

Tick one value

5) **Who are your primary customers?**

   ○ Individuals

   ○ Businesses

   ○ Government

Tick one value

6) **Where are most of your products/services sold?**

   ○ Antigua and Barbuda

   ○ Caricom (excluding Antigua and Barbuda)

   ○ Elsewhere

Tick one value

7) **Where do most of your customers come from?**

   ○ Antigua and Barbuda

   ○ Caricom (excluding Antigua and Barbuda)

   ○ Elsewhere

Tick one value
GO TO SECTION 2

Section 2: Computers

1) **How many computers do you have in your company?**

   ○ 0

   ○ 1-10

   ○ 11-50

   ○ 51-100

   ○ More than 100

2) **Who are the main users of the computers in your company?**

   ☐ Senior Management

   ☐ Middle Management

   ☐ Operational Staff

   ☐ Secretarial Staff

3) **What do you use your computers for?**

   ☐ Office Applications (word processing, spreadsheets etc)

   ☐ Point-of-sale

   ☐ Payroll

   ☐ Finance and Accounting

   ☐ Purchase Orders and Inventory

   ☐ Programming and System Development

   ☐ Library

   ☐ Other

4) **Where did you purchase your computers?**

   ☐ Locally

   ☐ Abroad

5) **Does your company have a computer network?**

   ○ Yes

   ○ No

Instructions
Tick one value *If value is 0 go to end*
Tick all applicable values
Tick all applicable values
Tick all applicable values
Tick one value *Go to section 3*

Section 3: Internet Usage

		Instructions

1) **Do the computers in your company have access to the Internet?**

    ○ Yes

    ○ No

2) **What percentage of your computers has Internet access?**

    ○ 0%

    ○ 1-25%

    ○ 26-50%

    ○ 51-75%

    ○ 76-100%

Tick one value

3) **What types of Internet connection do your computers have?**

    ☐ Dial-up

    ☐ Dedicated Leased line

    ☐ DSL

    ☐ Wireless

    ☐ Broadband

Tick all applicable values

4) **What does your company use the Internet for?**

    ☐ E-mail

    ☐ Business Research

    ☐ Online Sales

    ☐ Purchasing Supplies Online

    ☐ Customer Services Support

    ☐ Software Downloads

    ☐ Intranet/Extranet/VPN

    ☐ News & Reference

    ☐ Online Government Services

    ☐ It is not used

    ☐ Other

Tick all applicable values

5) Who is given access to the Internet in your company?

- ☐ Senior Management
- ☐ Middle Management
- ☐ Operational Staff
- ☐ Secretarial Staff

6) What percentage of staff has Internet access in your company?

- ○ Less than 25%
- ○ 26 – 50%
- ○ 51 – 75%
- ○ 76 – 100%

7) Are your company's computers protected by a Firewall or Anti-Virus software?

- ○ Yes
- ○ No

8) Does the company have an Intranet[5]?

- ○ Yes
- ○ No

9) If your company has an Intranet, what is it used for?

- ☐ Collaboration (meeting notes, calendars, discussion forums etc)
- ☐ Human Resource Information
- ☐ Organized access to external Internet sites
- ☐ Sales and marketing information
- ☐ Teleconferencing
- ☐ Other

Tick all applicable values	(Q5)
Tick one value	(Q6)
Tick one value	(Q7)
Tick one value	(Q8)
If value is NO go to section 4	
Tick all applicable values	(Q9)
Go to section 4	

---

[5] An Intranet is a private computer network, based on Internet technology, that is designed to meet the internal needs for sharing information within a company

Section 4: Website Information

1) **Does your company have its own website?**

   ○ Yes

   ○ No

2) **What were the main reasons for setting up your website?**

   ☐ To provide general information on the company

   ☐ To enhance your company's image

   ☐ To market or advertise your products

   ☐ To improve customer service

   ☐ To retain existing customers and acquire new ones

   ☐ To extend your company's geographic reach and break into new markets

   ☐ To keep up with your competitors

   ☐ To enable direct selling of goods and services over the Internet

   ☐ To conduct business with your suppliers

   ☐ To support your company's purchasing process, including payments

3) **What year was your website set up?**

   ○ Before 2000

   ○ 2000 - 2005

   ○ 2006

   ○ 2007

4) **Is your website hosted outside of Antigua and Barbuda?**

   ○ Yes

   ○ No

5) If your website is hosted outside of Antigua and Barbuda, what the reason for doing so?	**Tick all applicable values**
☐ Cost	
☐ Speed of access	
☐ Security	
☐ Too few local Internet Service Providers	
☐ Too few local E-Commerce Service Providers	
☐ Other	
6) How do you promote your web site?	**Tick all applicable values**
☐ We do not promote our website	
☐ With advertising banners on other websites	
☐ With targeted mail/e-mail to potential customers	
☐ Listing in search engines like Google	
☐ By giving online advantages such as coupons, discounts	
☐ Through the newspapers, magazines, TV and radio	
☐ Other	
7) Do you track the number of visitors to your website?	**Tick one value**
○ Yes	
○ No	*IF VALUE IS NO GO TO QUESTION 9*
8) On average, how many visitors do you receive on your website per month?	**Tick one value**
○ Less than 100	
○ 100-500	
○ 501-1000	
○ 1001-5000	
○ Over 5000	
9) Do you think that your website has increased your company's revenue?	**Tick one value**
	If value is NO go to question 12
○ Yes	
○ No	

10) **If your revenue has increased, what percentage does this increase represent?**	**Tick one value**

- ○ Less than 10%
- ○ 11% - 50%
- ○ 51% - 100%
- ○ More than 100%

11) **How has your website changed the geographical sources of your revenue?**	**Tick all applicable values**

- ☐ More Local Revenue
- ☐ More Regional Revenue
- ☐ More International Revenue

12) **Does your company have any concerns about doing business on the Internet?**	**Tick one value**
	If value is NO go to END

- ○ Yes
- ○ No

13) **What are your main concerns about doing business on the Internet?**	**Tick all applicable values**

- ☐ Expense of setting up a website to do business
- ☐ Protecting my financial and other transactions whilst on the Internet
- ☐ Setting up a reliable payment system to receive monies for goods sold over the Internet
- ☐ Products are not easily sold using the Internet. Customers must see the products first.
- ☐ How to get my goods to my overseas clients in a timely and cost-effective manner
- ☐ Existing business systems cannot support e-commerce
- ☐ Do not want to change existing systems and procedures in my business
- ☐ The cost of changing existing business systems and procedures
- ☐ Employees are not "Internet-Ready"
- ☐ Doing business on the Internet is not corporate priority

☐ There is a lack of understanding by management about doing business on the Internet

☐ Other

END

This survey is administered by

Ministry of Information, Broadcasting and Telecommunications

Telecommunications Division   Long and Thames Streets,   P. O. Box 2802   St. John's, Antigua

Tel: (268) 562-1868, 562-6735   Fax: (268) 562-1872

Email: ictbusinesssurvey@telecom.gov.ag   Website: **www.telecom.gov.ag**