

Nr.	Hint	Explanation
1	Do not change layout and format	Do not change layout, format and font of the writeup file, only column width and line height may be adjusted. Through this procedure, an elaborate formatting afterwards is avoided. Do not change the alignment and make sure you keep it consistent for any new paragraph. In the case of an Excel writeup, if additional columns are needed, insert at the right, indicate clearly with color and notify project manager).
2	Consider format of date	Dates should be given in the format DD.MM.YYYY, if the day is not known/relevant MM.YYYY may be used.
3	Use coherent writing style	Answers that are used multiple times (e.g. name, company name, locations, spelling of words (online vs. on-line)) should be used coherently throughout the entire writeup document. If the required spelling is not indicated, please ask project manager.
4	Quote correctly	Quotes should be put into quotation marks ("Text"), summarizing statements should be written in the third person. Example for quote: <i>"The sales of product XY stagnated as a result of the economic crisis."</i> Example for third person sentence: <i>The interview partner indicated the strong political influence (...).</i>
5	Use professional language	Objective, professional language and words should be used. Punctuation is to be used appropriately. No abbreviations, e.g. instead of "isn't", "is not" is to be used.
6	Provide complete answers	Every question needs to be answered as much in detail as possible and contain a clear and logical reasoning: provide a statement and an explanation.
7	Check plausibility of given answers	Check plausibility of answers already during the interview. Are there any inconsistencies? Examples: Sum of percentages = 100%? Does a subsidiary have a higher turnover than the parent company? Is the potential to expand sales within one country higher than the potential to expand sales globally? -> Check respective answers and clarify misunderstandings
8	Fill out comment box meaningfully	Comment boxes next to quantitative answers, serve an important cause: The comment entered should explain the context, within which the number and statements are stated. It is important that all relevant information is included, this can be done with bullet points or full sentences.
9	Note insecurity of interview partner	If during the interview, the impression arises that the other party is uncertain about the topic/the stated facts, this should be noted as comment or addition. This impression can have a strong influence on the later interpretation of the results. Example: <i>The interview partner seemed to be very unsecure regarding the topic XY and he constantly hesitated when it came to discussing details.</i>
10	Consider timespans, measures, volumes and units	For numbers, the unit and the timespan, are to be considered. The units/timespans are indicated in the document for each column or box separately. Units can be percent, hundreds, thousands, etc. The timespan may be for instance monthly, quarterly or yearly.
11	Use standardized "Country code digits"	Country codes (abbreviations for country names) may be used consistently as illustrated in the table "Country Codes 2 Digits".
12	Provide an answer to each question	Every question in the writeup file should be answered. The answer options listed below should be used whenever no content can be filled in. The abbreviations have to be used consistently throughout the entire writeup. The abbreviations have to be justified through comments.
13	Check write-up thoroughly and return it in as a client-ready file	Check entries and entire writeup regarding content, statements, understandability, spelling, punctuation and format. The document forwarded to the PM has to be client-ready, meaning that it should be in a form that can be sent-out to the client without a detailed check. For example, clear the document from spelling mistakes, make sure that all answers begin with a capital letter and end with a full-stop.
14	Use standardized file names	The final files should be named according to this convention: YYYYMMDD_CompanyName_SurnameInterviewee_CallerID
15	Use of American English	Please use American English in all documents, unless the project manager explicitly asks for the use of British English.
16	Understandability for third persons	The write-up aims to conserve information in a way that also third people can understand. Formulate and rephrase your answers in order to make them as precise as possible (without distorting the core information).
17	Consider the write-up as part of a process	The write-up provides the data basis for a decent analysis and interpretation process. Bear in mind the aim of the research process (e.g. finding market insights for a market model) and formulate your statements in a way that they can easily be reused (e.g. put into a powerpoint presentation).

Answer options	
Abbreviation	Description
1 n/a	Used for missing numbers/information. Provide further detail, if available.
2 Not relevant, [GIVE REASON]	The question was not asked, because the question was not considered appropriate/relevant for the interview partner.
3 Not asked, [GIVE REASON]	The question was not asked, e.g. because there was not enough time.
4 No sufficient knowledge, [GIVE REASON]	The question was asked, however there was no answer given due to a lack of knowledge, e.g. no knowledge of market figures.
5 Not willing to provide an answer, [GIVE REASON]	The question was asked, however the interview partner did not want to answer, e.g. because he considered the information proprietary company knowledge. Example of explanation: <i>The Interview partner seems to know the answer, but does not want to provide the information.</i>
6 Not allowed to provide an answer, [GIVE REASON]	The question was asked, however the interview partner was not allowed to answer, e.g. because such information may be classified as confidential.