**Australian Market Questionnaire**

**Case number:** 686

**Product:** Chrome-plated Steel Bar (chrome bar)

**From:** Romania

**Inquiry period:** 1 July 2024 – 30 June 2025 (the inquiry period)

**Response due by:** 28 October 2025

**Return completed questionnaire to:** [investigations1@adcommission.gov.au](mailto:investigations1@adcommission.gov.au)

**Why you have been asked to complete this questionnaire**

The Anti-Dumping Commission (the Commission) is currently undertaking an inquiry into whether anti-dumping measures applying to exports of chrome bar from Romania should be continued.

Australian Dumping Notice No. 2025/097 provides details of the goods under consideration, the application and the inquiry procedures.

The Commission is seeking input from participants in the Australian market for the goods to inform its:

* understanding of the dynamics of the Australian market, including factors that may be impacting the economic condition of the Australian industry producing the goods; and
* assessment of whether the expiration of the anti-dumping measures applying to the goods would lead, or would be likely to lead, to a continuation of, or a recurrence of, the dumping (and/or subsidisation) and the material injury that the anti-dumping measures are intended to prevent.

The Commission will collect and use information in accordance with the Commission’s Collection and Use of Information Policy.

The timeliness of your response is important. The Commissioner must consider the direction from the Minister for Industry and Science as set out in the Customs (Extensions of Time and Non-cooperation) Direction 2015 (the Direction). More details on this direction are explained in Anti-Dumping Notice 2015/129, available on the Commission’s website at [www.adcommission.gov.au](http://www.adcommission.gov.au).

Australian Market

Please return your responses no later than 27 October 2025

**A Products in the Australian market**

1. Generally, describe the range of the goods offered for sale in the Australian market. Your description could include information about:

* quality differences
* price differences
* supply/availability differences
* technical support differences; and
* product segmentation.

1. Describe the end uses of the goods in the Australian market from all sources.
2. Describe the key product attributes that influence purchasing decisions or purchaser preferences in the Australian market. Rank these preferences or purchasing influences in order of importance.
3. Describe the process by which you selected your suppliers of the goods and the key factors that informed that decision.
4. What are the key differences between locally made goods and imported goods? How do these factors impact your purchasing decision?
5. How easily can you change suppliers? Provide a description of factors that may cause a re-evaluation of your supply arrangements and how you would implement such a change.
6. Identify if there are any commercially significant market substitutes in the market for the goods in Australia.
7. Have there been any changes in market or consumer preferences for the goods in Australia in the last five years? Do you anticipate any change in preference in the coming five years? If yes, provide details including any relevant research or commentary on the industry/sector that supports your response.
8. Do you purchase the goods in lengths greater than 8 metres? Describe the key factors that inform that purchase decision, including any differences in the use of such goods compared to the goods subject to this inquiry?

**B Prevailing conditions of competition in the Australian market**

1. In respect of the Australian market for the goods and the prevailing conditions of competition within the market:
2. Provide an overall description of the market for the goods in Australia which explains its main characteristics and trends over the past five years
3. Provide the sources of demand for the goods in Australia, including the categories of customers, users or consumers of the product
4. Provide your estimate of the proportion (%) of the market that each of those sources of demand listed in (b) represents
5. Describe the factors that influence consumption/demand in Australia, such as seasonal fluctuations, factors contributing to overall market growth or decline, government regulation, and developments in technology affecting either demand or production
6. Describe any market segmentations in Australia, such as geographic or product segmentations
7. Provide your estimate of the proportion (%) of the market that each of the market segments listed in (e) represents
8. Describe the way in which Australian manufactured and other imported goods compete in the Australian market
9. Describe the ways that the goods are marketed and distributed in the Australian market; and
10. Describe any other factors that are relevant to characteristics or influences on the market for the goods in Australia.
11. Describe the commercially significant market participants in the market for the goods in Australia at each level of trade over the inquiry period. Include in your description:

* names of the participants
* the level of trade for each market participant (e.g., manufacturer, reseller, original equipment manufacturer (EOM), retailer, corporate stationer, importer, etc.)
* a description of the degree of integration (either vertical or horizontal) for each market participant; and
* an estimation of the market share of each participant.

1. Identify the names of commercially significant importers in the market for the goods in Australia over the inquiry period and estimate their market share. Specify the country each importer imports from and their level of trade in the Australian market, if known.
2. Describe any entry restrictions for new participants into the market for the goods in Australia. Your response could include information on:

* patents and copyrights;
* licenses;
* barriers to entry;
* import restrictions; and
* government regulations (including the effect of those government regulations).

In responding to this question ensure that relevant regulations are referenced.

1. Do you anticipate any changes in patterns of supply and demand in the Australian market over the next 1 to 5 years? What are your expectations for your own sales/purchases of the goods over that period? Provide any relevant commentary to support your answers.

**C Relationship between price and cost in Australia [only complete this section if you purchase the goods for the purposes of reselling]**

1. Describe the importance of the Australian market to your company’s operations. In your response describe:
2. The proportion of your company’s sales revenue derived from sales of the goods in Australia; and
3. The proportion of your company’s profit derived from sales of the goods in Australia.

In responding to question 1 please provide evidence supporting calculations.

1. Is your organisation/business entity the price leader of the goods in the Australian market? If no, please explain the reasons behind your response and specify the name(s) of the price leaders.
2. Describe the nature of your pricing for the goods (e.g. market penetration, inventory clearance, product positioning, price taker, price maker, etc.) and your price strategies (e.g., competition-based pricing, cost-plus pricing, dynamic pricing, price skimming, value pricing, penetration pricing, bundle pricing, etc.) in Australia. If there are multiple strategies applied, please rank these by importance. If there are different strategies for different products, please specify these. Provide copies of internal documents which support the nature of your product pricing.
3. Explain the process for how the selling prices of the goods for the Australian market by your business are determined. Provide copies of internal documents which support how pricing is determined.
4. How frequently are your Australian selling prices reviewed? Describe the process of price review and the factors that initiate and contribute to a review.
5. Rank the following factors in terms of their influence on your pricing decisions in the Australian market, with the most important factor ranked first and the least important factor ranked last:

* Competitors’ prices;
* Purchase price of raw materials;
* Cost to make and sell the goods;
* Level of inventory;
* Value of the order;
* Volume of the order;
* Value of forward orders;
* Volume of forward orders;
* Customer relationship management;
* Supplier relationship management;
* Desired profit;
* Brand attributes;
* Other [please define what this factor is in your response].