



PO Box
San Mateo, CA 94403
Ph- Fax: (650)-212-0010

Survey:

1. What can you tell me about your company?
2. How many people work at your place?
3. Is your business new, old, big, small, stable or dynamic?
4. What exactly do you do?
5. What do you sell?
6. What kind of service or product do you give?
7. How do you sell your service?
8. When and where do you sell your service?

9. What image should your company communicate and to whom?

10. What's your target market?

11. Is it from adults, young adults, teenagers, and kids or for all ages?
12. Are they women and/or men?
13. Where do they live?

14. Where do they work?

15. What kind of social class they belong?

16. How can you describe your customers?

17. Why do your customers buy your services?

18. How would you want your target public to describe your company?

19. What are the major strengths of your company? (name 5)

- 1.
- 2.
- 3.
- 4.
- 5.

20. What are the major weaknesses of your company? (name 5)

- 1.
- 2.
- 3.
- 4.
- 5.

21. Do you have up's and down's in your business? And when?

22. Who's your competition?

23. Is your competition direct or indirect?

24. What are their advantages and disadvantages?

25. Do you offer a better price than them?

26. What's your mission statement?

27. Do you have any products?

28. How would you like to see your products distributed and marketed?

29. Do you feel that your present brand/product identities project the image you want them to ? If so, how has it succeeded? If not, how has it fallen short of communication objectives?

30. What qualities should your Corporation convey?

- 1.
- 2.
- 3.
- 4.
- 5.

31. Which of these qualities is most important?

32. What kinds of images do you think should be explored?

33. Where do you see the greatest opportunities for growth in your market?

Thank you for taking the time for filling this form.