

## Spire Express Web Client Survey - Understanding Your Company

Please fill out this questionnaire so we have a better understanding of your company, your vision and your market. From this document we will build an initial web marketing plan, project pricing and a project schedule.

Please email the survey to [bowen.depke@spireexpress.com](mailto:bowen.depke@spireexpress.com), or fax to 207-773-8597.

Company Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Website Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

*Please answer all questions to the best of your ability, please feel free to leave any questions blank.*

### I. MISSION STATEMENT (please describe your company mission)

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## II. MARKET ANALYSIS

### A. Target Market - Who are the customers?

1. Target Market: (Enter Percentages)

a. Private sector \_\_\_\_\_

- b. Wholesalers \_\_\_\_\_
- c. Retailers \_\_\_\_\_
- d. Government \_\_\_\_\_
- e. Other \_\_\_\_\_

2. Target Industry:

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3. Target Geographic Area:

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4. General Target Demographic (students, men, women, elderly, homeowners, etc):

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**B. Competition**

**1. Who are your competitors?**

Name: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

Years in Business: \_\_\_\_\_

Market Share: \_\_\_\_\_

Price/Strategy \_\_\_\_\_

Product/Service: \_\_\_\_\_

Features: \_\_\_\_\_

Name: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

Years in Business: \_\_\_\_\_

Market Share: \_\_\_\_\_

Price/Strategy \_\_\_\_\_

Product/Service: \_\_\_\_\_

Features: \_\_\_\_\_

Name: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Years in Business: \_\_\_\_\_  
 \_\_\_\_\_

Market Share: \_\_\_\_\_  
 \_\_\_\_\_

Price/Strategy \_\_\_\_\_  
 \_\_\_\_\_

Product/Service: \_\_\_\_\_  
 \_\_\_\_\_

Features: \_\_\_\_\_  
 \_\_\_\_\_

**2. How competitive is the market?**

High                      Medium                      Low

**3. List below your strengths and weaknesses compared to your competition**

(consider such areas as location, size of resources, reputation, services, personnel, etc.):

**Strengths**

**Weaknesses**

1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____

**C. Environment**

- List any important economic factors that will affect our product or service (such as trade area growth, industry health, economic trends, taxes, rising energy prices, etc.):

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- List any important legal factors that will affect our market:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- List any important government factors:

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- List any other environmental factors that will affect our market, but over which we have no control:

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### III. PRODUCT OR SERVICE ANALYSIS

#### A. Description

- Describe your primary product/service is and what it does:

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#### B. Comparison

- What advantages does your product/service have over those of the competition (*consider such things as unique features, patents, expertise, special training, etc.*)?

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- What are any specific disadvantages?

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## IV. MARKETING STRATEGIES

### A. Company Image

*First, what kind of image do we want to have (such as cheap but good, or exclusiveness, or customer-oriented or highest quality, or convenience, or speed, etc.)?*

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- Company Features

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- Customer Services You Provide:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- The Competition offers the following services:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- Advertising/Promotion

*These are the things we wish to say about the business:*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- What other method of advertising and promotion will you use?

1. Television
2. Radio
3. Direct mail
4. Personal contacts

- 5. Trade associations
- 6. Newspaper
- 7. Magazines
- 8. Yellow Pages
- 9. Other\_\_\_\_\_

**V. Overall Vision:**

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**VI. Web Vision:**

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**VII. Comments:**

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