

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, 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)

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:

3. Target Geographic Area:

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

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:

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

III. PRODUCT OR SERVICE ANALYSIS

A. Description

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

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.)?*

- What are any specific disadvantages?

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.)?

- 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:

VI. Web Vision:

VII. Comments:
