

Hall Client Survey:

Understanding Your Company



Please take a moment to complete this questionnaire so we might have a better understanding of your company, your vision, and your market. This information will help us serve your company in a targeted and more effective manner. We appreciate your time and consideration.

Please **fax** the completed survey to Hall Web Services at **207-883-8189**, or **mail** to:

Hall Web Services
PO Box 6877
Scarborough, ME 04070-6877

All information is held in strict confidence and will only be used for internal evaluation.

Company Name: _____
 Address: _____
 City, State, Zip: _____
 Website: _____
 Phone: _____ Fax: _____
 Primary Contact Name: _____
 Contact E-mail: _____

Please answer the following questions to the best of your ability. Feel free to leave any questions blank.

I. MISSION STATEMENT (In brief, please describe your company mission. Feel free to attach a separate page.)

II. MARKET ANALYSIS

A. Target Market: Who are your customers? To whom do you primarily sell?
 Business Sector (check all that apply): Estimated percentage of business:

Individuals:	____	_____
Direct Businesses:	____	_____
Wholesalers:	____	_____
Retailers:	____	_____
Government:	____	_____
Other: ___ Explain:	_____	_____

B. Target industry, if applicable: _____

C. Target geographic area, if applicable: _____

D. Target Client demographic, if applicable:

IV. MARKET ENVIRONMENT

A. Market Factors: some important economic, legal, and/or government factors that will affect your product or service (such as trade area growth, industry health, economic trends, taxes, rising energy prices, etc.):

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

B. Uncontrollable Factors: factors/potential factors that will affect your specific market, but over which you have no control:

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

V. MARKETING STRATEGIES

A. Company Image: What kind of image do you want your company to project (such as affordable and professional, exclusiveness, customer-oriented, highest quality, convenience, or ...)?

B. Emphasized Company Features:

- 1. _____
- 2. _____
- 3. _____

C. Customer Services provided:

- 1. _____
- 2. _____
- 3. _____

D. The competition offers the following services that should be noted:

- 1. _____
- 2. _____
- 3. _____

E. Advertising/Promotion: in addition to your website, what advertising/promotion sources do you use? (circle all that apply)

- Television Newspaper
- Radio Magazines
- Direct mail Yellow Pages
- Personal contacts Billboard
- Trade associations
- Other _____

VI. ADDITIONAL COMMENTS

A. Overall Vision: Please explain in brief your vision for the company over the next five years.

B. Web Vision: How do you envision using the Internet to your business' advantage?

C. Other Thoughts: Specific details/considerations pertaining to your business, market, and/or marketing strategies that may be helpful for us to recognize.
