

Business Profile



IMAGE MANAGEMENT CONSULTANTS

About You and Your Organization - Who you are

Your Name		Title / Position	
Area(s) of Responsibility			
Phone	Fax	Cell Phone	E-Mail
Company Name			Type of Business <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Corporation <input type="checkbox"/> Non-Profit
Address			
City, State, Zip			Years in Business:
Number of Employees (list by job description, i.e. 5 clerks, 3 bookkeepers, 2 salespersons etc.)			How many are Students or Volunteers?

About Your Operation - What you do and how you're doing it

What Products and/or Services do you provide?		Is it seasonal (year, season, month, etc)? <input type="checkbox"/> YES <input type="checkbox"/> NO	
		If yes, when is your busiest time? _____	
What does your company do best?			
What concerns you most about how you do business?			
If you were your customer, how would you rate the level of customer service your company provides?			
Please complete the following sentence by ranking the choices in their order from 1 to 7 of importance TO YOU: <i>"In order to be successful, a business must be the very best at providing . . .</i> ____ Friendly Customer Service ____ Fast Delivery ____ Low Prices ____ Quality Products/Services ____ Honesty and Integrity ____ 24/7 Access ____ A Professional Image			
Average transaction or sales amount:	How Many average transactions do you average each: ____ month ____ year	Present Annual Revenue (Income): ____ Gross ____ Net	What would you like it to be? ____ Gross ____ Net

About Your Customers — Who they are and how you're reaching them

Whom do you define as your customers?			
Where are they located:			
How do you currently reach them? (Check all that apply)			
<input type="checkbox"/> Sales Rep's	<input type="checkbox"/> Newsletters	<input type="checkbox"/> Media Advertising	<input type="checkbox"/> Telemarketing
<input type="checkbox"/> Broadcast fax or e-mail	<input type="checkbox"/> Networking / Word of Mouth	<input type="checkbox"/> Website	<input type="checkbox"/> other _____

About Your Marketplace—Where you generate your business

Whom do you consider your most direct competitor(s)?
What do you think they do better than you?
In what areas do YOU excel over your competition?
Among your competitors, where do you think you rank in your marketplace? (please be objective)
What market research have you conducted? (include all resources)

About Your Image — How you and others see you

Do you have a company logo, trademark, slogan, etc? <input type="checkbox"/> YES <input type="checkbox"/> NO (Please attach your current letterhead, brochure, etc.)			
If YES , Do you think it accurately portrays your business image? <input type="checkbox"/> YES <input type="checkbox"/> NO Would you describe your logo or trademark as: <input type="checkbox"/> a simple mark <input type="checkbox"/> text only <input type="checkbox"/> ornate/complex	If NO , Do you think you need one for your business? <input type="checkbox"/> YES <input type="checkbox"/> NO What, if anything, have you done toward creating one: _____ -		
What Advertising or marketing do you do now?			
What advertising or marketing would you do if you had more time or money?			
Do you have a Marketing Plan <input type="checkbox"/> YES <input type="checkbox"/> NO ? Business Plan <input type="checkbox"/> YES <input type="checkbox"/> NO ?	If NO , do you think you need one? <input type="checkbox"/> YES <input type="checkbox"/> NO	Do you have a Website? <input type="checkbox"/> YES <input type="checkbox"/> NO	If NO , do you think you need one in the future? <input type="checkbox"/> YES <input type="checkbox"/> NO
If you do have a website, what is your web address (URL) <input type="checkbox"/> YES <input type="checkbox"/> NO	Is it providing you with the return on your investment you expected? <input type="checkbox"/> YES <input type="checkbox"/> NO		
Please rte the following advertising media options in the order (1 through 14) that you think is most effective (your opinion). Then circle whether or not you use it.			
# ____ Newspaper advertising [do use] [don't use] # ____ Newspaper Inserts [do use] [don't use] # ____ Direct Mail to Current Customers [do use] [don't use] # ____ Direct Mail to Prospective Customers [do use] [don't use] # ____ Inserts in billing statements/customer bulletins [do use] [don't use] # ____ Radio and/or TV Ads [do use] [don't use] # ____ Participation in Expositions, Conferences and Seminars do use] [don't use]	# ____ Promotional offers on Your website [do use] [don't use] # ____ Banner ads on other Websites [do use] [don't use] # ____ Sponsorship of Community Events [do use] [don't use] # ____ Networking Group Memberships [do use] [don't use] # ____ Posters/In-house advertising (at your place of business). [do use] [don't use] # ____ Outdoor Advertising (billboards, vehicle banners, etc.) [do use] [don't use] # ____ Other: _____ [do use] [don't use]		
Who is responsible for your firm's marketing or advertising (Name/Title)	Who is responsible for your firms strategic planning? (Name/Title)		
Who is responsible for your firm's public and/or community relations (press releases, community participation, etc.)	Who is responsible for determining the marketing budget (Name/Title)		

About Your Approach to Planning

How Important is it that your organization conduct customer and/or market research?	
<input type="checkbox"/> Very Important <input type="checkbox"/> Of Average Importance <input type="checkbox"/> Not at All Important	
Of the following, which, if any, types of customer or market research have you participated in?	
<input type="checkbox"/> Focus Groups <input type="checkbox"/> Mail Out Surveys <input type="checkbox"/> Telephone Surveys <input type="checkbox"/> Secret Shopper <input type="checkbox"/> None of These	
Do You Have a Business Plan	How important do you consider planning?
<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> Very Important <input type="checkbox"/> Of Average Importance <input type="checkbox"/> Not at All Important
Do You Have a Marketing Plan	How effective do you believe a Marketing Plan is?
<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> Very Effective <input type="checkbox"/> Moderately Effective <input type="checkbox"/> Not Effective

What Your Business Image Means to You

How Important is it that your organization portray a consistent look in all its published material?	
<input type="checkbox"/> Very Important <input type="checkbox"/> Of Average Importance <input type="checkbox"/> Not at All Important	
How important do you consider community, civic or business memberships, i.e. Chambers of Commerce, merchants associations, networking groups, etc.?	
<input type="checkbox"/> Very Important <input type="checkbox"/> Of Average Importance <input type="checkbox"/> Not at All Important	
How much time are you willing and able to devote to strategic planning?	
Are you willing to commit a portion of your budget to the image management and planning process?	
If you have a budget figure in mind, please enter it here: \$ _____	
If you have employees, to what degree will you allow us to involve them in the planning and image management process?	

Thank you for completing this business profile, your first step toward defining and enhancing the business image that will be your beacon through the strategic planning process. Please return it to us right away, by mail, fax or e-mail, or call us and we'll pick it up. Once we have your profile, we can get to work on your Image Management Plan.

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We, at GC Meyers & Associates, appreciate your taking the time on this very important step. The information you have provided will assist us in developing your proposal, and Image Management Plan specifically designed to meet your business objectives, to overcome your marketplace challenges and to stay within a budget you approve. Thank you for entrusting us with the opportunity to serve you.

We're Making the Pieces Fit . . . for You!