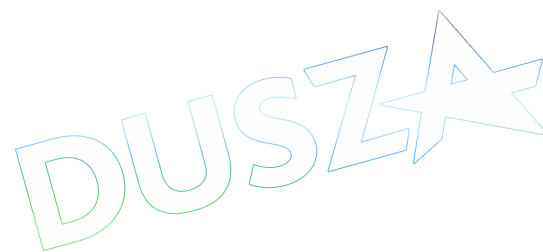


Hello there! Please complete this questionnaire, don't worry if you can't fill it all out.

You can email it back to info@duszaecommerce.com or send it back through the website www.duszaecommerce.com and a member of our team will be in touch soon



Contact details

Company Name _____

Contact Name _____

Telephone Number _____

Email Address _____

Business Information

Please give a description of the company: industry, products or services?

What world does your business operate in? _____

What other businesses occupy this space? _____

Who are your top five main competitors? _____

List their websites _____

1. Name _____ url _____

2. Name _____ url _____

3. Name _____ url _____

What do you think their Strengths / Weaknesses are? _____

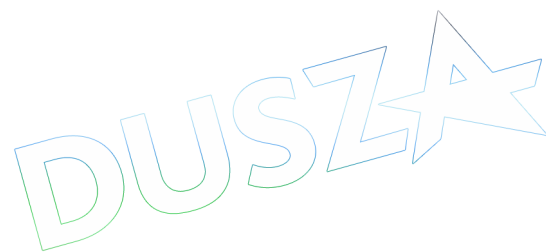
Example 1. _____

Example 2. _____

Example 3. _____

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What are your company's strengths?

What are your company's weaknesses?

What are your USP's (Unique Selling Points)?

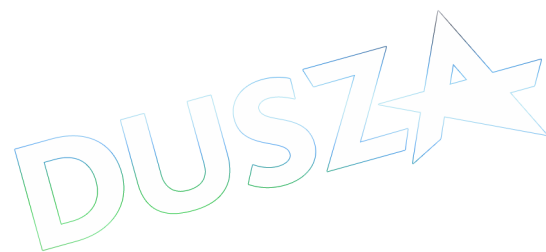
Who are your current customers (age, sex, attitudes, & lifestyles)?

Who would you like your customers to be (age, sex, attitudes, lifestyles)?

Give any words you would associate with your business?

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What are your current marketing strategies?

Does the company have a person responsible for marketing?

How is the majority of business generated?

How does your website fit into your business?

Current Website Information

What is your current web url / domain name?

What are the objectives of your current website?

What are your current site achievements (detail, content, statistics, etc)

Any features of the current site would you like to keep?

Any features of the current site don't you like?

What feedback have you had about the site?

New Website Information

Which of the following are objectives for your website? (Please delete as appropriate)

Enforce company brand, Increase sales, Generate business leads, Increase National awareness of the business,

Increase International awareness of the business, Generate requests for information, Support existing marketing efforts

Offer customer service, Sell products online, Provide information, Push new products/services, special offers etc,

Offer competitions, Build a customer database, Position the company as technologically advanced,

Provide location directions, Survey customers/prospects, Recruit new employees/post job opportunities, Other:
