



1395 Park Center Dr.
Vista, California
92081-8338
P (760)599-5050
F (760)599-5049

Introduction Meeting Questionnaire

Please answer the following information about your company to the best of your ability.

Company Basics

1. Mission: _____
2. Vision: _____
3. Value: _____
4. Company Culture: _____

Company's Products / Services

1. Competitive Advantage: _____
2. Strengths: _____
3. Weaknesses: _____

Company's Industry

1. Opportunities: _____
2. Threats: _____
3. Trends: _____
4. List three major competitors. _____

Company's Marketing Literature

1. Do you have a Logo? Circle one. _____ Yes _____ No _____

2. Do you have a Slogan? Circle one. Yes No
3. Do you have business cards? Circle one. Yes No
4. Do you have Flyers? Circle one. Yes No
5. Do you have Brochures? Circle one. Yes No
6. Do you have formal descriptions for your products or services? Circle one. Yes No

Company's Target Market

1. Describe your target market. _____
2. List what industries you cater to. _____
3. List the types of networking/events you do. _____

Company's Business Development

1. What are you looking to improve or create?
 - a. Website
 - b. Marketing literature
 - c. Logo
 - d. Flyers / brochures
 - e. Slogan
 - f. Marketing plan
 - g. All the above
2. What is the company budget for marketing per year?
 - a. >\$5,000
 - b. \$5,000 - \$10,000
 - c. \$10,000 - \$20,000
 - d. \$20,000 <
3. List your current marketing efforts. _____
