Please complete the portion of this form that applies to you or your business needs as it relates to our service module.

## General Information

**- Contact Full Name**

**- Contact Email:**

**- Contact Phone Number:**

**- Business Name:**

**- Business Type (Sole Trader, Company)**

**- Business Address:**

**- Business Phone Number:**

**- Business Email:**

**- Business Website:**

**- Trading Hours:**

## How can we help?

Please select the areas where you feel our assistance is needed to help you grow your business & reach your goal.

**- Graphic Design & Branding:**

**- Website Design & Development:**

**- Business Development:**

**- Marketing Plan:**

**- Online Marketing & Branding (Facebook, Instagram, Google and others):**

**- Offline Marketing & Branding:**

## Business Information & Background.

**- How long has your company been in business?**

**- What about your background or product or service sets you apart from your competitors? Why should your prospects buy from you or engage with you?**

**- Share 5 adjective or words that best describe your company**

## Market Research

**- Do you have any market research about your ideal client or your product/business that you can share with us?**

**- Who is your target market? Describe your current customer? (Describe demographics/Geography/, etc)**

**- What message do you wish to convey to your current customers and your new customers?**

## Competitor Research:

**- Do you have any research about your competitors or similar companies to yours that you can share with us?**

**- Who are your 3 main competitors? What are the strengths & weaknesses of each?**

## Budgeting & Timeframes.

**- What are your funding resources to secure our services? What is your allocated budget for the**

**Services you are requesting?**

**- When would you like to get started? List approximate or exact date:**

**- What’s your budget for this project ? ( [1] $800-$1000, [2] $1000-$2000, [3] up to $5,000, [4] up to $10,000)**

## Graphic Design & Branding

**- Do you have a logo ?**

**- Do you have a business card ?**

**- If you already have artwork designed, please send us a copy of source files.**

**- Please share 3 links of brand whose brand identity inspires you. What do you like best about them?**

## Web Design & Development

**- What’s the main purpose of the website? (To inform customers about your products, generate leads, drive customers to your local store , … )**

**- Please share 3 links of website that inspires you. What do you like best about them?**

**- Please share 3 links of website that you DO NOT like. What do you not like about them?**

## Online Marketing

**- What is the goal of your online advertising plan?**

**- What form of media do you wish to use to publicize your product or service online?**

**- What is your budget for the media buy? (To advertise by week, month, quarter or year) Just an estimate of what you expect to pay for online marketing, best way to estimate the budget is to calculate how much profit percentage you’re willing to invest into marketing.**

## Offline Marketing

**- What is the goal of your offline advertising? (For example, branding, awareness, sales,etc)**

**- What form of media do you wish to use to publicize your product or service? (signage, posters, flyer distribution, packaging)**

## Other

**- Please share any notes, ideas, drafts or completed work you have on file.**