

### About Your Business

What services does your business offer?

*Coach Services Scheduled Services Tours Event Travel and Hire.*

Tell me a bit about the history of the company?

*Established 1919 by our grandfather, growing ever since.*

Who is your target market?

*Anyone who wants to travel to the destinations we visit.*

Has your business changed in last 5 years, what factors affected change?

*More people leaving the cars at home for economic reasons. More discussion over price, customers looking for better value for money.*

What are your objectives & goals for the next 5 years?

*Keep business profitable and continue the growth. To have a great website.*

How do you compare to your competition?

*Traditionally we have been ahead of the game but competition has intensified and things have levelled out a little, we would like to edge ahead again.*

What areas of marketing do you use and which of these offer best value?

*All the traditional methods, lately facebook and our website.*

What is your marketing budget, do you get value from it?

*We don't think we can ever be sure that we couldn't get better value for our money. It is not easy to measure the success of some marketing methods.*

How often do your services change, how are customers informed?

*We no longer make changes to our scheduled services, they remain the same for 364 days of the year. Unexpected alterations we inform our customers via facebook and our website. Our site gets about 40,000 hits per month.*

Is there a part of your target market you have not yet reached?

*The corporate market, a large portion of the tourist market, both domestic and international.*

## Websites General Questions

List 3 websites that you like and reasons why?

*Rte.ie*

*AIB.ie*

*Tourism Ireland.com*

List 3 websites that you dislike and reasons why?

*Kilkenny.ie*

*too many different colours*

*kilkennygaa.ie*

*our county colours are not very easy on the eye on a computer screen, you must scroll forever to get to some info.*

Do you think business would benefit from a higher web profile?

*Absolutely*

## Your Website

How often will your website be updated, in-house / externally?

*A portion of it can have news added, it is done in-house.*

What are your likes and dislikes about current website?

*White background, red text, different text types, text too small to read*

*Style does not carry through to all pages, important info is not prioritised.*

What customer feedback do you have in relation to your web presence?

*Some passengers talk to the drivers, we did a survey last year.*

Will you provide all the content for your new website?

*We will, its all there already, we just don't love the way it looks.*

Will the content contain: images, audio, video, interactive or other features?

*Yep*

Do you have a colour scheme in mind and will any pages need to be printed?

*As long as our logo fits in nicely we re open to suggestions re colour.*

*Timetables will need to be printed, not a lot other than that.*

What is the deadline and budget for your new site?

*As fast as you can for half of the figure you have in mind !*