Good start. Aside from a few modifications, business model analysis is in the strike zone. Would add our company’s mission (Help our friends eat well and save time through Asian Recipes) as well as vision (The leading retail brand for Asian Americans and those interested in ethnic Asian cuisine) in the beginning so readers can comprehend what is the purpose of all our effort and dedication.

My most important comment is re: the survey. Too many questions. Unless I incentivize them, folks will not fill out the survey. Remember, our customers and target demographic are highly busy professionals including doctors, engineers, bankers, etc. I appreciate that the team wants a comprehensive data set, but if they want responses, i suggest limiting the survey to 7 questions for best quality, 10 questions max.

Ask yourselves: if we only had 5 questions to ask, what are the most important questions we would ask to improve the website traffic?