

Local Market Questionnaire

- 1) **What can you tell us about the good areas to sell to in your local market?**
 - a. **Specific neighborhood/suburbs?** Wilmington, Hockessin, Greenville, New Castle, Pike Creek, New Castle, Elsmere, Talleysville, Middletown, Dover, Rehoboth Beach, Dewey Beach.
 - b. **Zip codes?** 19801 - 19810, 19701, 19702, 19703, 19707, 19709, 19711, 19713, 19720, **Beach zip codes, seasonal:** 19970, 19971, 19958, 19944, 19930
- 2) **What can you tell us about the areas we should AVOID in your local market?**
 - a. **Specific neighborhood/suburbs?** Avoid any downstate cities that's not in New Castle County **UNLESS** it's near the beach areas or Dover, DE (capitol of Delaware).
 - b. **Zip codes?** 19730, 19733, 19336, 19511, 19967
- 3) **What types of deals do you think would perform the best based on your local demographics?** Any restaurants or eatery, theater and art shows if you can pair it with something like a meal or alcohol, spa deals that are under \$60.
- 4) **Specific Deal categories that you need more of in your market** Always can use more restaurant deals, but also we need more entertainment deals.
- 5) **What categories definitely don't work in your market "redlit"** Cleaning deals haven't performed well traditionally.
- 6) **What's the best thing about living there?** It's a small state so everything is relatively closed. NYC is 2 hours away, DC is 2 hours away, Philly is 30 minutes away and Baltimore is 1 hour away.
- 7) **Is it a college town?** Only Newark, DE is a college town. (My market is different because technically my market is 'Delaware' which is the entire state vs. a specific region/city of a state)
- 8) **What are some big anchor businesses/manufacturers?** Nothing that would apply to DC. We have tons of banks and pharmaceutical companies headquartered here. But close by, in Philadelphia, Urban Outfitters is headquartered there!

9) Are any well known companies Headquartered in your city? Yes but nothing that would apply to DealChicken. Bank of America, DuPont, Astra Zeneca, ING DIRECT, Blue Cross Blue Shield.

10)A new seller moves in from a market 1500 miles away. What do they need to know? It's important for them to join local business groups such as New Castle County Chamber and Delaware State County Chamber. The New Castle County Chamber hosts numerous networking events / workshops every month that other local businesses attend.

11)Tell us about your market's seasons please.

a. **What time of weather patterns do you experience and when?** Usual 4 seasons, pretty cold right now, will start to warm up toward end of April/Beginning of May, June, July and August are very hot and humid, September & October is nicer and getting cold from November through February.

12)Please give us a wish list of a few local spots that you feel would be BIG deal performers if we were able to nail down. These should be well-known hot spots that you would love to see run on Deal Chicken. We'd love to hear why they are so popular in town too!

- a. Any of the Cherry Tree Hospitality Group restaurants: Washington Street Ale House, Mikimotos, Presto and Stingray.
- b. Melting Pot
- c. Any of the Platinum Dining Group restaurants: Eclipse Bistro, REDfire grill steakhouse, capers & lemons, new restaurant coming Fall 2012 – Taverna
- d. Big Fish Grill
- e. Sullivan's Steakhouse
- f. The Green Room at Hotel DuPont
- g. Domain Hudson

13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?)

- a. Answer: Billboards at over 10 locations throughout the state, logo embedded in some DelawareOnline.com videos, at least 3 branding ads in The News Journal, Print ad targeted toward advertisers in the Business section of The News Journal, **coming up** – B2B postcards to targeted restaurants in New Castle County followed by an email blast.

14)Current Email Subscriber list 48,293

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