

Company Profiler Questionnaire

goal of the profiler

The goal of the profiler is a jump off point for designmeister to briefly learn about your company, industry, and audience. This gives designmeister insight to develop a strategy for your brand and how you as a company would like to be perceived in the marketplace.

Your Company

1A. Please provide a brief description of your company and industry.

Question 1A, example:

We are a telecommunications company, and we have been in business for 12 years. We currently have 35 employees and have doubled in size in the past three years. We specialize in secure data storage, saving and managing for small companies as well as web-hosting services.

1B. List your company mission or a brief synopsis of your company philosophy.

Question 1B, example:

To assure security, privacy, and increased productivity for our customers while managing their data.

1C. Who are your competitors? How would you like to distinguish yourself from them?

Question 1C, example:

My two top competitors are: Company X and Company Y. I would like to distinguish our company as a company that puts customer service first and offers customized account management.

Company Profiler Questionnaire (page 2)

Perception

2 A. Describe how you would like your company to be perceived. **If you only answer one question on this questionnaire, this is the most important question.** I find that this question is most easily answered by making a list of adjectives. List as many as possible.

Question 2A, example:
 stable, flexible, contemporary,
 radical, scientific, natural,
 humanistic, people oriented.

2 B. Is the history or origins of your company (i.e. family owed, etc.) important to be representative in your logo/brand/marketing materials?

Question 2B, example:
 The company began with two
 revolutionary people with a new
 idea to add to the industry.
 This entrepreneurial spirit should
 be part of the logo/identity.

Customer / Audience

3. A characterization of your typical customer. If you'd like to begin reaching a different demographics, list that too.

Question 3, example:
 Our current customer is a small
 company (25-50) that is owned
 by a 55-year old baby-boomer.
 We would like to branch out into
 a younger demographics, yet
 not disassociate our current
 customers.
