



AdVantage Needs Analysis Questions

CUSTOMER PROFILE QUESTIONS

DATE OF NEEDS ANALYSIS: _____

Customer Name: _____

Title: _____

Complete Address: _____

Telephone: _____ Fax: _____

Email Address: _____

Business Anniversary: _____ Website URL: _____

Is corporate or an advertising agency involved in your advertising decisions? YES / NO

If yes, obtain corporate and agency names, title, address, telephone, fax and email information.

ADVANTAGE NEEDS ANALYSIS QUESTIONS

1 Describe your typical customer: age, sex, marital status, educational level, household income.

2 What areas do your customers come from? _____

How far will they travel to shop your store? _____

How much does the average customer spend per visit? \$ _____

How often does a customer return? _____

3 What specific type of customer would you like to attract more of? (Secondary customer)

BUSINESS/MERCHANDISE INFORMATION

4 What makes your business unique? Why should customers choose you over your competition? If I met one of your customers on the street, what would they say about your business? Are there any misconceptions about your company that you would like to overcome?

5 Who would you describe as your main competitors?

6 What are your major product lines and brands? Do any offer Co-op reimbursements?

7 What are your busiest days of the week? Why? The slowest? Why?
What are your busiest months of the year? Why? The slowest? Why?

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PROMOTIONAL INFORMATION

8 What kinds of promotions have you used in the past? Which worked well? Which did not?

What other media formats have you used? Which worked well? Which did not?

9 What special offers do you make to gain new customers or to increase traffic?

10 What plans do you have to grow your business? (Product changes, new promotions, new store openings, etc.?)
OR What are your goals for your business?

11 What merchandise or product lines would you like to move quickly?

12 What do you consider to be fresh inventory? What do you consider to be old inventory?

13 What inventory (if any) is older than 6 months?

14 What products do you offer that have universal appeal? For example...

15 What positions do you need to fill?

16 What positions experience the most turnover?

17 What services do you offer your customers?

18 What is your online strategy?

19 How do you determine your advertising budget?

Do you have a rough idea of a monthly advertising budget that I can use in my recommendations to you? (If they can't give you an answer, say: Is \$ _____ a comfortable monthly number to work with? Based on their response you may need to probe: How about \$ _____ OR What are your gross annual sales? What percentage of total sales does each month represent? What percent of sales do you invest in advertising?)

20 Is there any other information that I need to know so I am able to prepare a solid program for you and your company?
