



K.Mc. & Associates Marketing Solutions

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Customer-Centric ■ Innovative Strategies ■ Cost-effective Methods ■ Measurable Results

CONSULTATION FORM

Thank you for choosing our marketing support services. In order for us to support you to achieve your desired marketing goals, we ask that you answer all questions below as accurately and completely as possible. The information you provide will help us better understand your business environment, specific marketing goals and needs so we can make the relevant recommendations to advance your vision. We assure you that the confidentiality of our clients' information is our top priority, as such, your information will be treated with the strictest level of privacy.

CLIENT INFORMATION

Name: _____

Title

First

Last

Number of years leading/managing business: _____

Do you belong to any professional/business associations or networks? _____

a. If yes, please list them below: _____

Personal Mobile Number: _____ Email Address: _____

BUSINESS INFORMATION

Business Name: _____

Business Address: _____

Email address: _____

Telephone number: _____ Mobile Number: _____

Website: _____

Social Media Handle(s): _____

Type of Business: _____

Products and/or services offered: _____

Date when the business was started: _____

Did you record a profit in the last financial year/quarter? (Please circle) **YES** **NO**

What is your competitive advantage? _____

Who carries out your marketing function? _____

BUSINESS MARKETING STRATEGY

Do you have a current Marketing Plan for your business? (Please Circle) **YES** **NO**

a. If yes, when was it prepared and for what period? _____

Which methods do you currently use to promote your business (Tick the ones that apply)

	Very Often	Sometimes	Rarely	Never
Prints Ads				
Television Ads				
Online Ads				
Radio Ads				
Public Relations				
Social Media				
Other (please specify)				

List your 3 main competitors: _____

Do you use market research in decision making? (Please circle) **YES** **NO**

What are the top 3 goals you would like to advance as a business owner over the next 5 years?

What are the 3 biggest obstacles affecting your business's market growth at this time?

How much do you think is sufficient to invest in the marketing of your business per year: (Please Tick)

- a. \$100,000 – \$300, 000 b. \$300,001 – \$500, 000 c. \$500,001 – \$1, 000, 000 d. \$1,000, 001+

Would you be interested in K. Mc. & Associates Marketing Solutions Limited managing/supporting your business's marketing efforts? (Please Circle) **YES** **No**

a. If no, please share with us why: _____