

Ready to work with us?

If so, this page will serve as a starting point of our fruitful collaboration.

Below you will find a questionnaire which is the First Stage of Service at Mixedpome. It is meant to help us gather information for your quote and for further development process. We have our exclusive (**Innovative.Creative.Effective**) ICE Methodology for our development process which results your project to par excellence.

Please try to give accurate, thoughtful, detailed reply to the questions given below. Your reply will help us gain valuable insight on your company, the business, your conduct, your customers as well as your taste and personal preferences. Most importantly, this will help us formulate the goals your Branding project will be required to achieve.

Fields marked * are mandatory

Company Name*:

Contact e-mail*:

Contact Person:

Contact Phone No*:

Current Business Location (Country/ Region)

Web address*:

Communication Address*:

Best Time to Contact You:

What all Branding Services do you feel would help your Brand better? Please indicate all that apply. *

- | | |
|--------------------|--------------------------|
| Brand Architecture | Brand Activation |
| Brand Building | Brand Digital |
| Brand Environment | Brand Identity & Tagline |
| Brand Literature | Brand Management |
| Brand Name | Brand Packaging |
| Brand Positioning | Brand Promotion |
| Brand Research | Brand Guideline |

What all Web Services do you feel would help your Brand better? Please indicate all that apply. *

- | | |
|---------------------------|-----------------------------|
| Web Analytics | Web Application Development |
| Web Brand Development | Web Promotion |
| Web Consulting | Web Content Writing |
| Web Design | Web E-Commerce Solution |
| Web Email Designing | Web Hosting |
| Mobile Web | Web Re-engineering |
| Web Reputation Management | Web Usability |
| Web Advertising | Web CMS Development |

What Marketing Services do you feel would help your Brand better? Please indicate all that apply. *

- | | |
|------------------------|------------------------|
| Social Media Marketing | Affiliate Marketing |
| Article Marketing | Database Marketing |
| Direct Mail Marketing | Drip Marketing |
| Guerrilla Marketing | Inbound Marketing |
| Mobile Marketing | Newsletter Marketing |
| Niche Marketing | Offline Marketing |
| Outbound Marketing | Personalized Marketing |
| Promotional Marketing | Referral Marketing |
| Reverse Marketing | Search Marketing |
| Tele Marketing | Viral Marketing |

Your Business Questionnaire. Please help you know more about your Business.

Business:

1.1 What is your line of business? What needs does your business meet the Market Segment?(For Ex. IT, ITES, Construction)

1.2 What kinds of Services or Products does your business offer?(For Ex. Back Office Processing, Software)

1.3 What are your business objectives for the next two years? Please be specific to answer in terms of Number of Customers, Revenue, Profit and Market Share.

1.4 What prompted you to start this business?(For Ex. Exposure, Know-how etc.)

1.5 What is your Company's Vision, Mission, Objectives and methodology? How are you planning to achieve the Vision?

2. Market

2.1 What are the Opportunities available in the market with reference to the market size in aspect of Geography and Industry? (For Ex. Real Estate industry in kerala, Due to Returning NRIs)

2.1 How do you segment the market in terms of Logical Customer Groups?(For Ex. Higher Purchasing Clients.)

2.1 Name the Key Industry Trends that fuel your success .How does this trend inhibit your success? For Ex. In Real Estate, Good Prices, Online showcase of Projects?

2.2 What is the current Economic Situation effecting your Business? How do you see this trend affect your business in next 2 years?

2.5 Is your Business Market Affected by Business Cycles or Seasons? If so How? (For Ex, Extreme Whether affects Tourism Industry)

3. Target Audience

3.1 Which Market Segments and Characteristics are we targeting? What segments are we not Targeting? (For Ex. Ashton Martin Looks for Classic Customers, They do not target Mid Income Groups)

3.2 What kind of audience are we targeting? What are the member demographics and Psychology? List multiple audiences in terms of priority. (For Ex. Sleep patterns, fear, Insecurity etc.)

3.3 What is the Customers primary Reason to Buy or want your product or service? Why would your product or service be preferred than your competitor.

3.4 What issues or concern will the target audience have regarding this type of product or service?

4. Competition

4.1 What categories of Competition threaten your success? Label each Category identifying its key characteristics starting from the greatest to the least threatening. (For Ex. Govt. subsidy, Duplication)

4.2 Which companies pose greatest threat and why? Name the strategic and tactical elements they use to threaten your success. List the strengths and weakness of each of these elements (. For Ex. new age technology, New Generation Mind-set)

4.3 Name the Competitors with largest market share of your target audience? Which Competitors have greatest visibility with your target audience? Also specify their details like Websites etc.

4.4 How would you differentiate yourself to combat competition the best way?

4.5 What are the barriers that stops or slows down your business to enter the market place? Are any of these factors due to your own business process? (For Ex, lack of labour, low advertising, least online presence)

5. Offerings.

5.1 What do you offer that fills your target audience? Identify the need for each target audience. (For Ex. Sleep well Mattress offers cushions, bed sheets worth Rs. 4000 free non purchase of Mattress worth 12000, Need is Comfortable Sleep, Luxury)

5.2 What kind of features and associated benefits does your offer provide.? Identify Features and associated benefits for each targeted audience. (For Ex. Rs. 4000 FREE for Rs. 20,000 accessories purchase of Sleepwell Matters AT Big Bazaar)

5.3 How do you deliver the feature you have identified on any picked item or service you mentioned above? Showcase a proof that your business does what it says. (For Ex. Free delivery of selected goods on line at web store. Feature: Can return within 7 days free of charge if you don't like it)

5.4 Of the feature identified in Query. 5.3, which one differentiates you from the competition? (For Ex. Customer Service or 24/7 ONLINE PESENCE.)

5.5 What improvements can you make to your offerings in meeting the customer needs better? What new offerings would your customer like you to introduce or develop?

6. Messages

6.1 What does your identified target audience know and believe about you today? (For Ex. The shop will be opened on Sunday. Or The Best Customer Service company in this Locality).

6.2 The single most message that you must communicate to ALL your Target Audience. What evidence can be used to support the claim in the message? (For Ex. Trust and Reliability- Claim- You can return the goods if damaged free of cost- That's our new marketing Strategy Tagline!!!)

6.3 The single most message that you must communicate to EACH of your Target Audience? (May or May not be the same as Query 6.2). What evidence can be used to support this claim? (For Ex. Trust in Quality of Our Dairy Product- Can be kept without freezing for 5 days)

6.4 How many happy clients do you have today who can give reference in your communications? What did that buy from you and why are they happy?

6.5 What kind of personality do you want to portray in your communication? What are the tones and flavours that you would use? (For Ex. Elegant and Classy as in Reid & Taylor or Sporty in Reebok)

6.6 What is the specific impression about your company or offering that you want your clients and partners to take away after each interaction with your company? (For Ex. Product Quality or Timely Delivery or Elegant Location, Best Interiors)

7. Sales and Buying Process

7.1 What is the process for Selling you services or products?(Foe Ex. Direct Personal Sale, Direct Online Sale or indirect through Channels). List key milestones in the process

7.2 Who is involved both from your company and from your sales channel partner in each step of the sales process?

7.3 Your target audience buys your type of offering in purchase on Impulse or Planned Purchase.?

7.4 What is the purchase process of your target Audience? In case the process varies based on vendor they select, what is the process that your target audience follow?

7.5 What buying Criteria does your target audience use to select an offering? What buying criteria does your target audience use when they selecting a vendor or manufacturing? (For Ex. Accessibility, Time)

8. Pricing

8.1 How important is the pricing in the decision process? Ref Query 7.4-7.5

8.2 What is your current pricing structure including discounts, rebates etc.? Does your Target audience understand it?

8.3 Which of your competitors are considered price leaders and why? How do they charge for the offerings? How do the price leaders determine the price?

8.4 What are your other competitors charging for the offering?

8.5 How can you reduce price without compromise on quality?

8.6 What trade-offs of price or value or both does your client make? What is the perceived value of your offering as compared to its price?

8.7 What Services do you currently include in the price of your product? What services can you consider now and in future?

8.8 Are competitive price changes anticipated in future? Name the industry trends that will drive the prices down and trends that will drive the prices up.

9. Mixedpome Business Questionnaire.

9.1 How did you come to know about Mixedpome Solutions Pvt. Ltd.?

9.2 What kind of services attracted you to Mixedpome?

9.3 Who are the other Companies you approached for this project? And why is Mixedpome better than any of them?

9.4 What are your basic expectations from Mixedpome? For Ex. Quality, Turnaround time, Support, Clarity. Please specify.

9.5 What was your impression when you heard about Mixedpome?

Additional important information you would like to mention:

Please attach the further details which you would like to add to this.

Thank you for your patience. It is after all for the better outcome!

Please double check your options and answers, save this file and mail at hello@mixedpome.com

We will get back to you with further information as soon as possible.