



ALKEMI

YOUR WEB EFFICIENCY PARTNER

Business Uncovery

Note: Please use the Save Form button at the bottom of Page 3 to save this form

About your Company:

Please provide a brief overview of your company and your business model.

What are your key business goals over the next 12 months?

What are your specific goals for this project? What will define success of this project?



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What current online and offline marketing is having an impact of your website's performance?

What do you do well currently?

What about your business needs to be improved?

What is the perception you want your target audience to have when they think of your company? What is their current perception?

What is the Average Retail Price of your Products/Services?

Which products are most profitable to sell and roughly what is their potential margin (%)?

How much are you willing to pay in marketing dollars for a guaranteed sale?



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What Geographical Regions do you target?

Is your business seasonal in terms of demand? Are there particularly busy times of year?

About your Customers:

Who are your best customers?

What information does your customer require before they typically have the confidence to buy your product or service?

What do they really need? What are the motives of your customers?

What benefits (not Features) of your product/service satisfy the real needs of your customers?

What about your product/service is unique, and how can you answer the customer's question "Why should customers buy from you?"

What kind of individuals or businesses buy your product or service?



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What problems does your product or service solve?

What potentially could keep them from buying your product or service? What are their potential objections?

What are the steps of your customers buying process?

Competitors

Who are your top 3 competitors?

What is it that makes your product/ service superior to that of your competitors?

Why does your prospective customer ever buy from your competitors?