

# allen<sup>tm</sup> Project Profile

What is your name, your company name and contact number or email.

What are the basic goals of this project?

What are your schedule requirements, if any?

Will the design be original or based on existing materials?

Discuss any existing branding assets that pertain to the project.

What are your thoughts on how the project should be structured?

Considering the solutions wanted for your project, what is your budget for your project?

What category of business best describes your company?

Describe your target market. What specific needs do your target users have?

What one idea would you like the target audience to take away with them?

List five adjectives that describe the personality of your company. Rank them in order of importance.

What is the mission / purpose of the company?

How is your business networked (Supply Chain)?

Where has your company been in the last three years?

What is your company's biggest asset? Biggest liability?

What marketing tools do you and your competitors find most successful?

What is your company's current position in that market?

What would you change about this position?

How do your customers perceive you? What would you change about these perceptions?

What is your current advertising / marketing plan for your company.

Who is your main competition?

What differentiates you from the others?

What do you think your competition is doing right? What are they doing wrong?

What makes your firm competitive with the most successful firms?

What will be the life span / update cycle of the project?

Who will be the point of contact with us in your company?

Thank You!