

Kramer Management Consulting

"specializing in the construction industry"



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Branding Questionnaire: Develop Your Company Brand

1. Do you view your construction industry business as a product or a service business ?
Product ___ Service ___ Other _____ Don't Know ___
2. How do you market your business ? As a.....
Product ___ Service ___ Other _____ Don't Know ___
3. Do you know that product & service businesses require different marketing approaches ? Yes ___ No ___
4. Do you see construction equipment as a product business ? Yes ___ No ___
5. Do you see commercial maintenance as a service business ? Yes ___ No ___
6. What percentages would you allocate to your business description as product & service portions ? Product ___%
Service ___%
7. How do you think your customers judge your business performance ? Via customer perception from the put-in-place construction process ___ or, Via completed project appearance ___
8. Can you show potential customers a finished product during the sales process ? Yes ___ No ___
9. Do customers differentiate your business so that it isn't considered to be a market commodity ? Yes ___ No ___
10. Has your company defined its "company brand" ? Yes ___ No ___
11. Has your company created a "brand" blueprint or map of its project service delivery process ? Yes ___ No ___
12. Do company employees understand what the company brand is ? Yes ___ No ___
13. How would you define your "company brand" ? _____

14. What tangible items do you believe best represents your company brand ? _____

15. Does your company have customer service delivery gaps ? Yes ___ No ___
16. Is your company aware that project service delivery gaps are defined within 4 key categories ? Yes ___ No ___
17. Are your customer service gaps readily identifiable ? Yes ___ No ___
18. Has your company been able to fix, repair, or correct its customer service gaps ? Yes ___ No ___
19. Does your company market its business via "Unique Selling Points" (USP) ? Yes ___ No ___
20. What are your company's top 3 USP's ?
 - a. _____
 - b. _____
 - c. _____
20. Do you believe your business is differentiated well enough so that customers recognize a difference between your business & competitors ? Yes ___ No ___
21. Does your company brand produce extra profits ? Yes ___ No ___

Completed by:

Name _____ Title _____

Company _____ Company Address _____

Years with Company _____ Years in Industry _____ Department _____ # of Employees Supervised _____

E-Mail Address _____ Phone # _____