



Welcome to working with Grendesign

Our aim is to connect you with your perfect customers so the more we know about you the better your design outcome will be.
Please fill out the following details before your appointment.

BUSINESS

BUSINESS ADDRESS

NAME PHONE

EMAIL ACCOUNTS

OTHER BUSINESS CONTACTS

GETTING TO KNOW YOUR BUSINESS

What are the core objectives and operations of your business? *A brief overview of your business.*

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New business Existing business | How long have you been in business?

What is your point of difference or main selling point/message? *Why should they choose you over your competitors?*

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What are the key messages or emotions you want to portray? Or your business values. *Eg: Friendly, caring, fresh, strong, etc.*

Do you have a business vision? *What are your dreams for the future?*

Do you have a mission statement or promise?

MARKETING INFORMATION

Who are your typical customers or who do you want to attract? *Eg. Females aged between 18-35 inner city who are arty/cultural.*



Who are your main competitors? *Please list your local, state or even international competitors. Do you like what they are doing? You can also provide links to their websites.*

What brands are you drawn too? *Are there any brands you love, admire and respect? It doesn't have to be industry specific.*

How do you currently/intend to market your business? *Word of mouth, website, marketing material, social media.*

Other *Let us know any specific ideas you have had in relation to your marketing or business history.*
