

# CUSTOMER BUSINESS PURPOSE QUESTIONNAIRE

## WHAT IS THE PURPOSE OF OUR BUSINESS?

1. If you were to describe our company in one sentence or one word, what would it be or how would you describe us?

2. What are we doing that you like? How do we help meet your needs?

3. What are we doing that you don't like? Or in what areas could we improve?

4. Is there anything that we are not currently providing that you need?

5. When your friends are looking for a product(s) that we sell, do you refer our company? Why or why not?

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