

Project Inquiry Survey

We have prepared this form in order to provide you a quick and detailed response. Please try to answer the questions provided in this form as complete as possible.

When you answer our questions you have the chance to rethink about your project and refine your will. In the mean time we will also get the chance to truly understand your needs, therefore you will enable us to provide you a well outlined proposal matching exactly to your needs and budget.

After you have completed this form, you can e-mail it to **info@biberltd.com** or you can fax it to **+90 (212) 225-2342** with all the additional notes and attachments.

Once we get your survey, one of our customer representatives will contact you within 3 (three) business days to arrange a meeting.

General Info | Questions about you and your project

- | If you are applying as a company what is your company's name? If you are applying as a person, what is your name?

- | If you are applying as a company, what is the name of person who is contacting us, and what is his/her affiliation to the company?

- | If you already have one, what is the web site address of your company or personal web site?

- | How can we get in touch with you. Please provide you contact details such as your e-mail address or phone number?

- | What kind of project do you have or what kind of service do you seek to get?
(You can view a list of our services at [http://www.biberltd.com/en/services/.](http://www.biberltd.com/en/services/))

Project | Questions about your project

- | Can you briefly explain your project (in few sentences)?

- | Is there a time limitation; what is the deadline for your project?

- | What are the external dependencies that are related to your deadline?
(Exhibitions, fairs, business deals etc.)

- | Are there any similar projects that you are aware of? If there are any, please provide their web addresses and state shortly your likes and dislikes about these projects.

- | What is your estimated budget?
(We will make the assumption that you are \pm 5% flexible. It is very important that we know your average budget. We are using your budget not to set our prices but to help you to build the right strategy. We have a standard pricing policy and you are welcome to ask for a detailed proposal explanation. **(We do not reply to inquiries that does not state a budget.)**)

About You | Questions about you or your company

→ If your target audience is different than your stated audience, please let us know who your target audience is.

(Provide us some demographics, what are the age average, location, language etc.?)

→ How does your audience reach you? Is there anything that you want to improve on the ways that your audience reaches you?

(What are your sales channels, primary advertisement media?)

Brand Identity | Questions about your brand and values

→ Do you have a brand identity set? If yes, what is your logo and what are your official colors?

(You can provide us a link where we can see your logo or you can attach a separate document at the end of this document.)

→ If you have an existing brand, what are the feelings and values that you want to communicate on your target audience?

(You can provide a quick list of adjectives.)

→ If you don't have an existing brand identity or if you want to improve your existing brand identity, what are the feelings and values that you want to communicate with your target audience?

(You can provide a quick list of adjectives.)

Brand Identity | Questions about your brand and values

- | What is the reason that your are building / using your brand identity?
(Promoting your company, your brand, or your web site etc..)

- | Do you have a motto that is used with your logo or brand identity? If you have, what is your motto, and do you want it to be changed?

- | Do you have any typeface preferences?
(i.e. do you want brand related text to be all lower case, serif etc.)

Web Site | Questions about your web / mobile site projects

- Do you have any additional service requests such as content management, optimization, editorial services, photography etc.?

- If you have any web sites that you are competing with what are their web addresses and what are their strengths and weaknesses?

- What is the place of your web site within your business and within your income structure?
(With this question we are evaluating the importance of the web site for you. How are you going to use the web site; is it going to be an informational site or an e-commerce site?)

- Are you making use of a content management system (CMS)? If you have one what is the name of CMS and what are your likes and dislikes about that CMS?

Web Site | Questions about your web / mobile site projects

- I Do you need your web site's functionality to be integrated with any other external applications such as stock management or enterprise resource management software? If yes, what are the names and contact information of the software and the software vendor?

- I Do you know what content you will have in your web site? Do you have them ready; if not how long will it take for you to build up your content or do you want us to build your content for you?

- I When you talk about "design", how do you define yourself?
(i.e. Do you follow fashion, do you like simplicity, are you a colorful person?)

- I Do you have layout scratches and proposals ready for your web site design?

Notes | Do you have any other comments?

- If you have additional comments or extra informational attachments you can attach them in your e-mail or if you are faxing the document you can send them after this page.