



## R. GUIDOLIN INDUSTRIES LTD.

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# Project Profile Questionnaire

CLIENT INFORMATION	
Contact Name:	
Company:	
Address:	
City/Postal Code/Country:	
E-mail:	
Phone Number	

MARKET ANALYSIS			
Target market			
<input type="checkbox"/>	Convenience	<input type="checkbox"/>	Mass Market
<input type="checkbox"/>	Department	<input type="checkbox"/>	Mom & Pop
<input type="checkbox"/>	Drug Chain	<input type="checkbox"/>	Supermarket
Other:			
Where are the stores located?			
Are any of these stores located outside of the U.S.?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, where?			
Description of store environment:			
Is this retailer historically display friendly?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Placement in store:			
<input type="checkbox"/>	Aisle	<input type="checkbox"/>	Gondola
<input type="checkbox"/>	Ceiling	<input type="checkbox"/>	In-Line
<input type="checkbox"/>	Checkout	<input type="checkbox"/>	Lease Line
<input type="checkbox"/>	Endcap	<input type="checkbox"/>	Window
<input type="checkbox"/>	Entrance	<input type="checkbox"/>	Other:
Are any stores local to our office for a field visit?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
If no, where is the nearest store location?			

Description of the other displays near placement of this display: (below)			
Miscellaneous Information:			
<b>PRODUCT ANALYSIS</b>			
Product Name(s):			
Selling points or features:			
Number of different SKUs on the display:			
Describe differences in SKUs:			
Number of total SKUs on the display:			
Product specifications:			
Samples of product available?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Pending graphics or packaging changes?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
List competitors products:			
<input type="checkbox"/>	National brand name:		
<input type="checkbox"/>	Private label		
<b>DISPLAY CRITERIA</b>			
Type of display desired:			
<input type="checkbox"/>	Banner	<input type="checkbox"/>	Free-standing
<input type="checkbox"/>	Connect to existing store fixtures	<input type="checkbox"/>	Merchandiser (Number of sides: _____)
<input type="checkbox"/>	Counter	<input type="checkbox"/>	Signage
<input type="checkbox"/>	Glorifier	<input type="checkbox"/>	Specialty
<input type="checkbox"/>	Floor	<input type="checkbox"/>	Wall
<input type="checkbox"/>	Kiosk		
Describe details:			
Quantity needed:			
Quantity per store:			
Budget per display:			
How long will the display be in stores?			

Special product layout?	
Merchandising/Marketing goal for display:	
Will the product ship with the display?	<input type="checkbox"/> Yes <input type="checkbox"/> No
List any special functions (e.g. movement, illumination, special engineering):	
Client-specified materials of choice:	
Client-specified materials to avoid:	
Production methods considered inappropriate:	
Graphic message to communicate:	
Placement of graphics:	
Special printing requirements (such as spot colors):	
Special colors requested:	
Are there any logos to use or will they be available?	
Will the client supply final art?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, on disk?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are there other media tie-ins?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Who will set up the display?	
Instructions needed:	
Will a separate company be contracted for set-up?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Size recommendations or limitations:	
<b>DELIVERABLES</b>	
What is the client expecting?	
<input type="checkbox"/>	Conceptual rough sketches for fax.
<input type="checkbox"/>	Conceptual sketched mounted for client meeting.
<input type="checkbox"/>	Renderings mounted for presentation.
<input type="checkbox"/>	Renderings posted on Web site.
<input type="checkbox"/>	Renderings e-mailed.
<input type="checkbox"/>	Sketch models for digital photos to be posted on Web site.
<input type="checkbox"/>	Sketch models for digital photos to be e-mailed.
<input type="checkbox"/>	Working prototypes.

Delivered how and where?	
Work is needed by?	
<b>APPROVALS</b>	
Who will be required to approve the program?	
At the client:	
At the retailer:	
Will the pre-production prototype need to be installed at the corporate offices of the retailer prior to approval for full production?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>SHIPPING/DELIVERY PACKAGING</b>	
Any special client specifications?	
Shipper size requirements (UPS, FedEx, etc.)	
Special printing on carton (code numbers, etc.)	
Where will the displays be shipped?	
What carrier is recommended by the client?	
Is floor loading acceptable?	
Special pallet considerations?	
Any previous problems that need to be avoided?	