



## Client Survey

### INTRODUCTION:

- To fill in this questionnaire it will take approximately 5 minutes.
- Please answer each question with the option that best fits your thinking.

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
E-mail address: \_\_\_\_\_  
Date: \_\_\_\_\_

1. In general terms, you think of Flodecol as a \_\_\_\_\_ company: (Mark with an X in one or more option that best fits your opinion)

- |                 |       |                  |       |
|-----------------|-------|------------------|-------|
| A. Strong       | _____ | Weak             | _____ |
| B. Professional | _____ | Not Professional | _____ |
| C. Efficient    | _____ | Inefficient      | _____ |

2. In general terms, how do you rate Foldecol's **communication** with you? (Check only one option)

- |              |       |
|--------------|-------|
| A. Excellent | _____ |
| B. Good      | _____ |
| C. Average   | _____ |
| D. Bad       | _____ |
| E. Very Bad  | _____ |

3. In a scale from 1 to 5 please rate the quality of Flodecol's **product**. (Being 1 very bad and 5 excellent)

\_\_\_\_\_

1      2      3      4      5

4. In general terms, how do you rate Flodecol's **service**? (Check only one option)

- |              |       |
|--------------|-------|
| A. Excellent | _____ |
| B. Good      | _____ |
| C. Average   | _____ |
| D. Bad       | _____ |
| E. Very Bad  | _____ |

What kind of problems have you had if any? \_\_\_\_\_

5. Which of these attributes have determined to choose Flodecol as your supplier?  
(Check all that apply)

Quality of product \_\_\_\_\_ Price \_\_\_\_\_ Variety of products \_\_\_\_\_ other (specify) \_\_\_\_\_

6. What products do you currently buy from us?

- A. Gypso Million Star \_\_\_\_\_
- B. Gypso New Love \_\_\_\_\_
- C. Delphinium Volkerfrieden \_\_\_\_\_
- D. Larkspur \_\_\_\_\_

7. Would you be interested in buying Limonium Safora?

- A. Yes \_\_\_\_\_
- B. No \_\_\_\_\_

8. What other products would you be interested in buying?

\_\_\_\_\_

9. Please evaluate the different aspects of the company? (Check only one option per line)

	Excellent	Good	Average	Bad	Very bad
A. Sales/Commercialization	_____	_____	_____	_____	_____
B. Information delivery	_____	_____	_____	_____	_____
C. Invoice delivery	_____	_____	_____	_____	_____
D. Account Statements delivered first 5 days of each month.	_____	_____	_____	_____	_____
E. Quality control	_____	_____	_____	_____	_____
F. Packing	_____	_____	_____	_____	_____
G. Administrative Management	_____	_____	_____	_____	_____
H. Problem Solving	_____	_____	_____	_____	_____

10. Which of these three communication methods is the one commonly used by your company to contact Flodecol employees? (Check only one option)

- A. E-mail / Chat \_\_\_\_\_
- B. Telephone \_\_\_\_\_
- C. Fax \_\_\_\_\_

11. How did you contact Flodecol for the first time? (Check the option that best applies)

- A. Flower Show \_\_\_\_\_
- B. Mouth to Mouth \_\_\_\_\_
- C. Web Page \_\_\_\_\_
- D. Other (specify) \_\_\_\_\_

12. What aspects of our company do you think we should change?

\_\_\_\_\_

Why? \_\_\_\_\_

13. Can you describe us any problem situation you have had with us and how was it solved? If it was not solved explain why? \_\_\_\_\_

\_\_\_\_\_

14. Which do you think are our competitive advantages against the competition?  
(Check all that apply)

- A. Flower Quality \_\_\_\_\_
- B. Post-sale Service \_\_\_\_\_
- C. Price \_\_\_\_\_
- D. Product Variety \_\_\_\_\_
- E. B2B Relationship \_\_\_\_\_
- F. Commercialization/Sales \_\_\_\_\_
- E. Corporate Image \_\_\_\_\_
- F. Organization \_\_\_\_\_
- G. Availability of flower all year-round \_\_\_\_\_
- H. Financial solidity \_\_\_\_\_

14. Please list all the weaknesses or aspects that bother you of Flodecol.

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_

15. Is it important for you that a company has quality certificates?

- A. Yes \_\_\_\_\_
- B. No \_\_\_\_\_

16. Did you know that Flodecol is working right now to get the ISO 9000 and 14000?

- A. Yes \_\_\_\_\_
- B. No \_\_\_\_\_

17. To maintain a good B2B relationship which aspects are important to you? (Check all that apply)

- A. Direct visit to your company \_\_\_\_\_
- B. Monthly reports \_\_\_\_\_
- C. Web Page \_\_\_\_\_
- D. Other (specify) \_\_\_\_\_

**THANKS FOR YOUR TIME!!!**