



The information from this survey will be compiled into a Summary XL spreadsheet of all companies participating. The Summary will be distributed to individual SEALS Teams at the Atlanta Summit

1. Company Name: Your name will NOT appear on the final spreadsheet, only your 4 digit code which you will be issued and only you will know:

2. Name of company rep(s) who will attend the SEALS Team round-tables? More than one can attend but they all must be on the same SEALS Team. Names will NOT appear on spreadsheet.

3. What year was your company established?

4. Are you the original owner?

- Yes
- No

5. Annual Sales 2018 from Closet & Storage Systems (answers in this form \$x,xxx,xxx)

6. Projected Sales for 2019? (answers in this form \$x,xxx,xxx)

7. Percentage of annual sales from: (guess if not sure). Must equal 100% (use numbers only)

Primarily Melamine closets, pantries, garages, kids closets, etc:

Primarily Furniture types -- wall beds, home offices, media centers, etc:

Real wood (stained or painted) closets, offices, bookcases, etc:

Kitchen & bath cabinetry:

Commercial casework (hotels, restaurants, doctor office, convenient stores):

Other: wire shelving, glass/mirrors, bath hardware, window treatments, etc:

Wholesale manufacturing/component parts for other cabinet/closet companies:

8. Breakdown of employees: full time = 1, part time = .5 If dual roles, like owner & installer, split .5 in each category. Must equal 100% of employees.

Total designers, salespeople, CAD engineers:	<input type="text"/>
Total shop personnel, helpers, warehouse, etc:	<input type="text"/>
Totals installers, install helpers, drivers:	<input type="text"/>
Total administrative, owners, managers, bookkeepers, receptionists, etc:	<input type="text"/>
Total employees (must equal sum of above)	<input type="text"/>

9. Source of leads/inquiries. Does **not** have to equal 100% (use whole numbers):

% of annual sales spent on all forms of advertising/marketing/PR:	<input type="text"/>
% sales received from new construction – single family, apartment complexes, retirement, etc:	<input type="text"/>
% sales received from repeat customers:	<input type="text"/>
% sales received from referrals:	<input type="text"/>
% of sales received from ORGANIC search engines:	<input type="text"/>
% of sales from paid adverts on search engine including Yelp, Home Adviser, Angle's List, etc:	<input type="text"/>
% of sales from local home & garden shows:	<input type="text"/>
% of sales from print ads, magazines, coupons:	<input type="text"/>
% from TV, cable, radio:	<input type="text"/>

10. What was your company-wide sales closing ratio? (use whole numbers)

11. How do you compensate designers/sales?

- % of sale
- hourly
- salary
- combination of above
- Other

12. How do you compensate installers?

- % of sale
- hourly
- salary
- Combination of above
- Other

13. How many showrooms do you have?

14. What is the total square footage of all showroom(s)?

15. How many install vehicles do you have?

16. What is the range of your territory (miles radius from your main location) Use whole numbers?

17. What design software program(s) are you currently using? (mention by hand or graph paper if not using software)

18. What CRM (Customer Relations Management) or spread-sheet program(s) are you using to track customers, sales, etc?

19. What is your territory population size? Choose one.

- Under 250,000
- 250,000-500,000
- 500,000-1 million
- 1-3 million
- more than 3 million

20. Do you outsource a majority of your basic components or manufacture?

- Outsource
- Manufacture
- Both
- Other

21. If you outsource major components (not hardware, accessories, etc), who is your supplier? This will NOT appear on the spread sheet

22. What is the square footage of your shop and/or warehouse?

23. Major direct competitors: Check all that apply.

- California Closets
- Closets by Design
- Closet Factory
- Closet & Storage Concepts/More Space Place
- Classy Closets
- Other Franchises
- Local Kitchen & Bath cabinet shops
- Trim Carpenters
- Other (for Independents, see next question)

24. List the name(s) of other independent closet competitors you would **not** want on your SEALS Team (if they attend). Include dealerships, not franchises. This will NOT appear on the spread-sheet.

25. SWOT questions: List below two or three brief examples, in each category, of your company's Strengths, Weaknesses, Opportunities & Threats. Be brief.

List Strengths:

List Weaknesses:

List Opportunities:

List Threats:

26. If chosen, would you be willing to participate on a panel to explain your SWOT analysis?

- Yes
- No
- Maybe

27. Have you ever worked for a closet franchise? If so, do you have any helpful hints you can share with the group to help them compete better with franchises?

- No
- Yes, nothing to share
- Yes, willing to share