



*Describe your company's philosophy in terms of the areas listed below.*

Range/Nature of Products or Services Offered: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Quality: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Price: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Service: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Overall Relationship to Customer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Management Style/Relationship to Employees: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Nature of Work Environment: \_\_\_\_\_

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Relationship to Rest of Industry: \_\_\_\_\_

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Incorporation of New Technology/Other New Developments: \_\_\_\_\_

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Growth/Profitability Goals: \_\_\_\_\_

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Relationship to Community/Environment/Other Social Responsibility Goals: \_\_\_\_\_

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Personal/Management Goals: \_\_\_\_\_

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