

Julienne

Established 1985

FINE FOODS & CELEBRATIONS

CUSTOMER SURVEY FOR ONLINE STORE

Hello Friends and Loyal Customers,

We have long been asked if we can ship the “Julienne Experience” to friends and colleagues across the country. Many years ago we did indeed ship to clients, but it was short lived. After an almost 20 year hiatus, we are ready to get with the times. We have actually opened a new Creative Workspace/Showroom that will accommodate this new venture.

Would you please take a few minutes to help us design an online store that you would return to time and again—we appreciate your input!

1). For what occasion would you send a Julienne Gift Box? (mark all that apply)

- Thank you/Friend
- Thank you/Client
- Get Well Soon/Sympathy
- Congratulations: New Home/Job/Baby
- Celebrations: Birthday/Anniversary/Wedding
- Holidays

2). When would you be most likely to order?

- Frequently/monthly (realtor closing sale gift, corporate gifts for example)
- On occasion (3-4 times a year) (hostess thank you gift, birthday, wedding gift for example)
- Seasonal: Multiple gifts just once a year

3). What items would you like to see included in a Julienne Gift Box? (*no additional food items than what are already listed*)

- Gourmet Pantry essentials plus Julienne Classics – Kahlua Pecans, Parmesan Toast, Cookie Bags, Cranberry Chutney
- Personal Accessories: Soaps, Lotions, Guest Towels, Scented Candles, etc.
- Tableware: Unbreakable Plates, Glasses, Table Linens
- Seasonal Merchandise and Gourmet Selections
- Other _____

4). Pricing: How much would you typically expect to spend of gifts ordered online (not including shipping)

- \$65
- \$100
- \$150
- \$250 +

5). Holiday Ordering: When do you typically place your orders for holiday delivery?

- By Black Friday (November 25th)
- Mid December
- Last Minute (after December 20th)

6). At what point do Shipping Costs dissuade the sale?

- Over \$10
- Over \$20
- Over \$30
- Over \$40
- Ship it regardless of cost!
- Instead of Shipping, opt for pick up at Julienne
- Instead of Shipping, opt for local delivery

7). Can you recommend some of your favorites sites, in terms of: design/feel, ease in ordering/tracking, selection of merchandise, customer service/faq)

Thank you so much for your time. I look forward to creating with you!

Julie

Sincerely,

Julie