



【中国信誉企业认证】调研系列

企业品牌发展-问卷大纲

Brand Audit Questionnaire

1. The company has a clear brand value, vision and mission
信誉企业拥有清晰的品牌价值、愿景和使命
2. Brand management is the organisation focus
品牌文化管理是企业管理焦点
3. The company executes cross-departments coordination effectively for branding development
企业创建作出有效的跨部门协调
4. The company is objective-setting process inclusive of all groups/departments/functions delivering brand messages
企业能让各部门/组别/团队客观及有系统地带出企业文化或品牌讯息
5. The company organizational structures and resources facilitates internal communications
企业管理架构和资源分配能促进内部沟通
6. The company has differentiated their brand(s) and produce(s)
企业文化有作品牌发展与产品形象的分隔
7. The company has a series of brand performance measures
企业拥有品牌文化评核标准
8. Data-driven communications are established in Company for customers' behavior analysis
企业为建立数据库分析顾客行为
9. The company has implemented integrated marketing communications, such as advertising, promotion, store environment, events, product-package and customers feedback channel to improve brand image and reputation.
企业计划使用提升品牌形象及知名度，如广告、推广、商店环境、活动、产品组合及顾客回馈渠道



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10. The company offers training to their frontline employees to express the brand in a better way
企业提供训练给予前线员工

The following questions are related to cultivation of Brand-oriented culture
以下问题将关主导培养信誉企业品牌文化

11. The company organizes integrated marketing activities to encourage consumers to purchase branded product(s)/service(s)
企业曾组织鼓励市场参与者了解其品牌产品及服务
12. The company organizes integrated marketing activities to encourage distributor(s) to promote our product(s)/service(s) to our customers
企业曾组织的综合企业文化活动
13. I believe the development of marketing programs send consistent brand message(s) to our customers
相信企业拥有统一的市场信息
14. The company ensures that all managers within the organization are aware of all marketing activities that involve the brand(s)
企业能确保所有管理阶层员工于市场活动中能意识及融入文化
15. The company ensures all staff understand the corporate brand structure
企业能确保所有员工清晰明白企业架构
16. The company states on track with current market conditions of the brand(s)
企业经常追踪现有市场情况
17. The company keeps track of what our customers' needs
企业经常追踪消费者的需求
18. The company develops a system in place for acquiring customers' comments so as to improve our brand(s)
企业已建立系统性方法收集消费者意见从而改善品牌



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19. The company develops detailed knowledge of what our customers like about our brand(s)

企业对于消费者喜欢自家品牌的原因已有详细认识

20. The company develops detailed knowledge of what our customers dislike about our brand(s)

企业对于消费者不喜欢自家品牌的原因已有详细认识

21. The company invests sufficient resources in product(s)/service(s) development in brand so that we can provide a better brand value to customers

企业有足够投资于产品/服务上的品牌研发，提供更好的品牌价值予消费者

备注： 请选择其中 10 题另文作答

被调研品牌资料

行业分类：

年度产值：

运营范围：

香港理工大学深圳研究院

研究顾问：

日期：