

In order that we may serve you better, please take a moment to complete the following survey:

- 1) **Print out the PDF**
- 2) **Fax the completed Survey to (780) 438 - 1314 or return to your Brazilian Sales Representative**

Your feedback will help us serve you better and your responses will be held in the strictest of confidence.

What are the most important factors to you when choosing a coffee distributor (check up to three)

- () product quality
- () variety of coffee
- () variety of other products
- () service
- () the lowest price/ best offer
- () product availability
- () national brands/ vendor support
- () fastest delivery/ turnaround
- () best fill rates
- () best terms
- () most reasonable minimums
- () locally owned company
- () best after sales service and support/ service department
- () superior product knowledge
- () prompt, efficient order desk
- () training & technical support
- () other_____

Please rate Brazilian Canadian Coffee on the following attributes on a scale of 1 to 7 (1 - very strong; 7 - very weak)

	Very Strong				Very Weak		
Product Quality	1	2	3	4	5	6	7
Variety of Coffee	1	2	3	4	5	6	7
Variety of OTHER products	1	2	3	4	5	6	7

Competitive Prices	1	2	3	4	5	6	7
Service	1	2	3	4	5	6	7
Responsiveness of our service team	1	2	3	4	5	6	7
Emergency Equipment Service	1	2	3	4	5	6	7
Knowledgeable Office Staff	1	2	3	4	5	6	7
Knowledgeable Sales Staff	1	2	3	4	5	6	7
Knowledgeable Service Staff	1	2	3	4	5	6	7
Fast Delivery/ Turnaround	1	2	3	4	5	6	7
Best Fill Rates	1	2	3	4	5	6	7

Did you know that in addition to coffee, we also carry:

- Teas Yes No
- Coffee Supplies – filters/ sugar/ creamers/ stir sticks/ cups Yes No
- Hot Chocolate Yes No
- Regular Drip Equipment Yes No
- Espresso Equipment Yes No
- Single Cup Brewing Systems Yes No
- Juices and Drink Crystals Yes No
- Torani Original Italian Syrups Yes No
- Candies Yes No
- Office Products/ Cleaning Products Yes No
- Specialty Coffees – flavoured coffees, specialty blends Yes No
- Flavia Single Service Coffees and Equipment Yes No

What additional products or services would you like to see Brazilian Canadian Coffee offer that we currently do not?

What coffee do you usually purchase for HOME use?

Would you like to be able to purchase Brazilian Canadian products and equipment for use in your home?

() Yes () No Comments: _____

Have you experienced any service, product, or support problems with Brazilian Canadian Coffee in the last year?

() Yes () No

If you answered "Yes", please describe the most significant problem you experienced:

Was the problem resolved to your satisfaction?

() Yes () No

If you answered "No", please add any additional comments here:

Have you had to use our Emergency Service? If you have, was the problem solved promptly and to your satisfaction?

Yes No

If you answered "No", please add any additional comments here:

Do you know who your Brazilian Canadian Coffee Representative is?

Yes No

If "Yes", please indicate his or her name:

Please rate your Brazilian Canadian Coffee Representative for product knowledge, support and service on a scale of 1 to 7 (1 - very strong; 7 - very weak)

	Very Strong				Very Weak		
Product Knowledge	1	2	3	4	5	6	7
Support	1	2	3	4	5	6	7
Service	1	2	3	4	5	6	7

How did you find out about Brazilian Canadian Coffee?

- Brazilian Canadian Coffee Sales Representative
- Website
- Cold Call
- Trade Show/ Seminar/ Industry "Event"
- Previous Purchaser/ Owner, etc
- Word of Mouth or Referral
- Supplier (Manufacturer)
- This Survey
- Other (Please Specify) _____

How would you prefer Brazilian Canadian Coffee communicate with you? (You may choose more than one)

- Brazilian Canadian Coffee Representative – in person
- Trade Show
- Fax
- Mail
- Telephone
- Email
- Other (Please Specify) _____

Would you like to be able to place your order online via our website?

- Yes No

How valuable would it be to access your Brazilian Canadian Coffee account/ order/ more product information via the Internet?

- Very Valuable
- Somewhat Valuable
- Not of Value

Do you have a business e-mail address?

- Yes No

• If you answered “Yes”, please indicate your e-mail address here:

Would you like Brazilian Canadian Coffee to contact you by E-mail with regular service and product updates and special offers?

- Yes No

Would you prefer to receive regular product updates and special offers by fax/ mail/ or in person?

- Yes No _____ fax _____ mail _____ in person

Do you have a copy of our latest Product Catalogue?

() Yes () No

Would you like us to send you one?

() Yes () No

**Please provide any general comments about Brazilian Canadian Coffee here:
(how can we improve, what do you like/ dislike about dealing with us,
"how are we doing")**

Would you like a Brazilian Canadian Coffee Representative to contact you to follow up regarding this survey?

() Yes () No

Contact information (optional)

Company_____

Contact/ Title_____

Address_____

City/ Prov_____

Postal Code_____

Email_____

Fax_____

Phone_____

Website_____

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