

# Merchant Questionnaire

## Company Information:

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Contact Person:

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Cell: \_\_\_\_\_

## General Information:

When did you start your business?

\_\_\_\_\_

Number of Employees: \_\_\_\_\_

How long have you been in Hackensack: \_\_\_\_\_

## In what industry is your business? (please circle)

Hospitality/Restaurant/Food and Drink

Professional Services

Technology/Telecommunications

Health & Related Services

Finance / Insurance / Real Estate

Retail

Manufacturing

Construction

Other (please specify) \_\_\_\_\_

What is your company's mission?

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\_\_\_\_\_

What are your principal products and/ or services?

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\_\_\_\_\_

Why did you pick Hackensack for your business location?

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Why did you pick Main Street?

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**Customer Base:**

Who are your primary customers? What are some unique ways you grow your customer base?

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**Employment Practices:**

Explain the types of positions your company provides, and benefits offered to employees.

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Describe any innovative strategies used for recruiting, retaining, rewarding or training your employees?

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**Entrepreneurship:**

How has your business grown through innovation, new products and services, etc?

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What unique business practices has your company implemented to address challenges and/or adversity?

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**Customer Service:**

How does your business make its customer service stand out?

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How do you measure customer satisfaction?

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**Community Involvement:**

Describe how your business gives back to the community and list any community service activities.

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If your company has a formal business plan, how has it helped guide your success? If you do not have a formal business plan, how have your basic goals and strategies helped guide your success?

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**Please List All Your Social Media Accounts**



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**If you have any questions or need help completing this form, please feel free to contact us at:  
info@downtownhackensack.org or  
201-498-1690**

