

# Formulário 2019

Prezado Cliente,

Este formulário de briefing irá nos ajudar a compreender as suas necessidades para que possamos entregar uma solução customizada e eficaz.

Pedimos para que você forneça as informações de maneira mais detalhada possível.

Caso você tenha qualquer pergunta, fique à vontade para contatar a nossa equipe.

Aqui você pode IMPRIMIR o formulário ou fazer o download do documento em arquivo .pdf

## 1. GENERAL INFORMATION

**Project Name (required)**

Contact Person (required)

Email (required)

Phone Number (required)

Project language

## 2. PROJECT DESCRIPTION

What are the goals?

Which is the dead line?

When does the project start?

## 3. PROJECT HISTORY

Have you tried to implement a similar project before? If so, can you describe the outcome?

In your opinion, what made the implementation of this process successful or unsuccessful?

## 4. ACHIEVEMENTS

What are the KPI of the project? How should the success of the project be measured?

Which strategy have you already developed?

## 5. AUDIENCE

What are the primary target groups?

What are the secondary target groups?

Where will the project be implemented?

## 6. COMPETITORS

Who are the main competitors for this project?

Have they developed any similar project?  
If so, provide a brief description.

## 7. SWOT ANALYSIS

### 7.1 COMPETITOR PROJECT

Strengths   
Weaknesses   
Opportunities   
Threats

### 7.2 YOUR PROJECT IDEA

Strengths   
Weaknesses   
Opportunities

Threats

Your Message

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