INSTRUCTIONS Purpose: The purpose of Project 2 is to develop a meaningful feedback instrument to help you achieve your businesses Vision as previously described. Based upon the nature of your business, this Project (2) provides the opportunity to better understand who your customer base is, what is important to them, and what their priorities (levels of importance) may be. When analyzed (Project 3), this survey data can identify opportunities for improvement, verify successful implementation strategies, and identify potential reallocation of resources to best help achieve your Vision. Module 3 (reading and lecture) will help you understand characteristics of high-quality survey questions (actionable, related towards Vision or subparts, not all open ended, etc.). The class posting exercise (posting and commenting on survey questions) you do for Module 3 will help you in developing your own survey questions for this Project 2. For this assignment, your “Customer Survey” Project should include the following: (All items below are further detailed in the required reading and lecture for Module 3. The reading and lectures should be completed prior to doing Project 2) Develop a survey - consisting of no more than 5-7 questions which will provide data that will ultimately help you better achieve your Vision for your business. The questions may be applicable to your Broad Objectives, your Action Plans or your Performance Measurement activities, as long as it clearly somehow relates to your Vision. A multiple-choice format will lend itself to easier data analysis (Project 3). For each question – include a description of how specifically, the information obtained from asking that question will be used in assisting with any of the items listed above (towards obtaining your Vision). Be sure to include an actual copy of the survey as it will appear to your customer. Explain how the survey will be administered e.g. online? in person at check out? How will you increase/encourage participation in the survey? How long should my entire Project 2 be? It looks like about 7 or 8 pages. • Cover -You should include a cover sheet with your TEAM number, Project number, team member Names (even if it is just you on the team). • Table of Contents – label each of the items included and use page numbers. • Business Description & Vision Statement - Same page; they are only for reference. • How administered and Participation encouraged- Related and fit well on same page. • Copy of “official” survey - as customer will see – likely 1 or 2 pages • Survey with explanation of how each individual question relates to your Vision – this shouldn’t take more than two pages. Submit your completed Project 2 through the designated area within Module 3.