

IOS - COMPANY CHECK-UPS

ON-LINE QUESTIONNAIRE



PART I – ON-LINE QUESTIONNAIRE

Privacy disclaimer

The information provided by you is collected in connection with the project implemented in the EU Programme ERASMUS + KA2 – STRATEGIC PARTNERSHIPS FOR HIGHER EDUCATION AGREEMENT n° – 2018-1-IT02-KA203-048291 "Digital Humanist", coordinated by Università degli Studi di Salerno (Italy), and **NAME OF YOUR INSTITUTION** is a Consortium Partner.

The "Digital Humanist" project intends to develop a set of digital and entrepreneurial skills for students of humanistic extraction of the European partner universities, useful to innovate the range of products and services to promote and access cultural assets in a digital key, with land branded content experiential marketing solutions. More information about the project can be found at <http://www.digitalhumanist.unisa.it/>.

Due to the Consortium's concern for the right to confidentiality of the data provided, I kindly ask you to select the option related to the scope of data protection you want, which you will provide in the online questionnaire and during the in-depth interview that will follow. These results will be included in the final report prepared by the group of Students, which will be the basis for passing the course, as well as one of the project results.

Please check the appropriate box or, where relevant, specify your answer:

The final report may be accessible to the public	
The final report may be accessible to the public, but with a coded company name	
The final report may only be used for the purpose of completing the course for the Digital Humanist project and presenting the project results of the Managing Agency	
Other (please enter)	

Section 1: UNDERSTANDING COMPANY BUSINESS AND ENVIRONMENT

The first stage of this tool is the general analysis of the company's business. It is the starting point for any type of strategic reasoning and arises from the in-depth study of the resources (current and potential) and needs of the company and the market.

The objective of this first phase is to focus on the typical activities of the organization, how it has organized its strategy and which relationships it maintains with its partners and customers.

Market and demand

1. Which markets does the company address? (*give a brief description*)

<i>In terms of:</i>	<i>Description</i>
<i>Geographic Area (nations)</i>	
<i>Gender Issues (universal or gender oriented)</i>	
<i>Massive or individual</i>	
<i>Importance of the cultural heritage (International, national, regional, local)</i>	

1. You belong to the following sector:

<i>Sector, you belong to:</i>	<i>Yes/No</i>
Cultural and Natural Heritage including cultural education (Museums, Archaeological and Historical Places, Cultural Landscapes, Natural Heritage),	
Performance and celebration (Performing Arts, Music, Festivals, Fairs and Feasts)	
Visual Arts and Crafts (Fine Arts, Photography, Crafts)	
Books and Press (Books, Newspapers and Magazine, other printed matter, Library, Book Fairs)	
Audio-Visual and Interactive media (Film and Video, Tv and Radio – also internet streaming, Internet – podcasting, Video Games)	
Design and Creative Services (Fashion Design, Graphic Design, Interior Design, Landscape Design, Architectural Services, Advertising Services)	
Tourism (Charter Travel and Tourist Services, Hospitality and Accommodation)	
Sport and Recreation (Sport, Physical Fitness and well-being, Amusement and Theme parks, Camping)	
Other (which is....)	

2. Your customer is:

<i>Type of the customer</i>	<i>Yes/No</i>
Public individual	
Public institutional	
Private individual	

Private institutional	
Domestic	
International	

3. Definition of goods or service you produce:

<i>Characteristic of the output</i>	<i>Yes/No</i>
Standard goods and services	
Innovative goods and services	
Luxury goods and services	
Creative output	
Typical culture	
Other, which is	

4. My place in the value chain

<i>Position in the value chain</i>	<i>Yes/No</i>
Creator	
Producer/Publisher	
Disseminator/Trader	
Exhibitor/Transmitter	
Other, which is	

Competitive resources

5. Which are the critical success factors for your business (open question minimum 3 factors)

a)	
b)	
c)	
d)	
e)	

This marketing tool is essential for my business:	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	I don't know
Website						
Email						
Social media						
Word of Mouth						

Print collateral						
Internet Advertising						
Direct Mail						
Tv, Radio and/or Print Ads						
SEO						
Tradeshows and /or Conferences						

7. My workforce is composed of the following number of people:

<input type="checkbox"/> we don't have	<input type="checkbox"/> 1 – 5	<input type="checkbox"/> 6 – 20	<input type="checkbox"/> 21 – 50	<input type="checkbox"/> 51 – 100	<input type="checkbox"/> >100
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Statement	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	I don't know
My workforce consists mostly of administration						
I have a lot of engineers and technology specialist in my staff						
My workforce has mostly humanist background						
The output I provide, requires highly skilled staff						
My staff mostly does not follow technological and digital change in the world						
My staff has high rotation						
I have a lot of sales force						
I have a big marketing department						
I run vast marketing activities						
Average age of my employees is rather high						

Section 2: KPIs

The second stage of the company check-up consists in the analysis of KPIs related to the sales area. Through this analysis, it will be easy to outline the path taken in the last 3 years by the company and how it is equipped to achieve the objectives set over time.

The macro themes that will be treated: revenue, margins, international markets, channels, customer base, customer loyalty and sales trend.

In this case, the questions are a mix of open questions and multiple-choice questions: the first will help the student to draft their final report, while the latter will merge into the automatic dashboard.

Revenues

9. Please refer to the following statements:

Revenue and margin	Yes	Don't know	No
My revenue comes mainly from cultural and creative activities			
The sector in which the company operates is growing now			
The sector in which the company operates will growth in next three years			
The company is able to easily respond to a growing demand			
I expect my revenue will be growing next three years			
Margins in my business are pretty high			
Margins in my cultural and creative business operations are higher than in remaining business operations			

10. To what extent is the following statement true in your company?

Turnover	Not at all	To small extent	To moderate extent	To great extent	To a very great extent	I don't know
The turnover in the last three years has increased						
All turnover goals have been achieved						
The revenue of the cultural and creative business operations in the last three years has increased						
The cultural and creative business operations had to be subsidies from the remaining business operations in last three years						
The expectations towards the turnover in next three years are positive.						

International customers

12. The company's revenue from foreign customers in percentage is:

< 5%	6 – 10 %	11 – 20 %	21 – 50 %	> 50 %	I can't answer
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Customer base (the group of customers that the company has in its portfolio and who regularly or non-regularly purchase its goods/services)

13. Approximately the following number of customers does the 80% company's turnover:

< 5 % of the customer base	6 – 10 % of the customer base	11 – 20 % of the customer base	21 – 30 % of the customer base	> 31 % of the customer base	I can't answer
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Section 3: DEFINING AN IMPACT OF THE COMPANY ON THE CULTURAL HERITAGE AND DIVERSITY

The third stage of the company check-up consists in the assessment of an impact of the creative and cultural activity of the company. The instrument will prove useful to assess areas in which organizations have strengths and weaknesses related to increase cultural diversity and protection of cultural heritage

Please rate the degree to which you agree or disagree with each of the following statements. As you respond, please consider the business operations and produced outputs of how things actually are.

14. Contribution to the protection of the cultural heritage

Statement	Strongly disagree	Disagree	Some-what disagree	Neither agree nor disagree	Some-what agree	Agree	Strongly agree
My activities are important for the protection of the cultural heritage of the region							
My activities are important for the protection of the national cultural heritage							
My activities are important for the protection of the international cultural heritage							
I can increase my impact on the protection of the cultural heritage							
Digital revolution increases my possible impact in the protection of the cultural heritage							
I need more skilled workforce to increase my impact on the protection of the cultural heritage							
I need more capital to increase my impact on the protection of the cultural heritage							

15. Contribution to the valorising the cultural diversity

Statement	Strongly disagree	Disagree	Some-what disagree	Neither agree nor disagree	Some-what agree	Agree	Strongly agree
My activities are important for the cultural diversity of the region							
My activities are important for the national cultural diversity							

My activities are important for the international cultural diversity							
I can increase my impact on the cultural diversity							
Digital revolution increases my possible impact in the cultural diversity							
I need more skilled workforce to increase my impact on the cultural diversity							
I need more capital to increase my impact on the cultural diversity							

16. Contribution to the sustainable development

Statement	Strongly disagree	Disagree	Some-what disagree	Neither agree nor disagree	Some-what agree	Agree	Strongly agree
My activities are important for the sustainable development							
I can easily increase my impact on the sustainable development							
My activities are important for the economic well-being of the society							
My activities are important for the natural environment							
My activities are important for the social inclusion							

17. Training

Statement	Strongly disagree	Disagree	Some-what disagree	Neither agree nor disagree	Some-what agree	Agree	Strongly agree
The organization offers training and fun exercises to facilitate cultural education and awareness							
The organization offers training and fun exercises to facilitate digital skills and competencies of employees							
The organization has a process in place to facilitate cultural education and awareness							
The organization has a process in place to facilitate digital skills and competencies of employees							

The organization is committed to producing leaders and employees who digitally skilled							
The organization promotes intentional reflection on cross-cultural interactions							
The organization responds promptly to emerging cultural issues that affect the organization							
The organization offers ongoing opportunities for cultural interaction coupled with intentional reflection							

18. Intentionality

Statement	Strongly disagree	Disagree	Some-what disagree	Neither agree nor disagree	Some-what agree	Agree	Strongly agree
Organisation has a strategy on increasing cultural impact							
The organization intentionally monitors its cultural impact							
The organization is intentional in using inclusive language							

19. GDPR Privacy Policy

I hereby authorize the use of my personal data in accordance to the GDPR 679/16 - "European regulation on the protection of personal data".

