



## 調查 / 意見

公司名稱：

---

受訪者：

---

1. 貴公司在工作上經常用到哪一種產品？

a. 辦公室照明

b. 商店照明

c. 樓宇照明

d. 廣告燈

e. 應急照明

f. 其它：\_\_\_\_\_

2. 閣下最近搜索哪一些燈具？

a. 支架 或 燈盤

b. 筒燈 或 射燈

c. 圖案燈 或 字體燈

d. 裝飾燈

e. 智能燈控

f. 其它：\_\_\_\_\_

3. 購買燈具時，以下哪一種是首要考慮的因素？

a. 專業資訊及建議

b. 產品質素

c. 交貨期

d. 款式

e. 價錢

f. 其它：\_\_\_\_\_

4. 你認為本公司在市場最具競爭力的是？

a. 專業資訊及建議

b. 高質素產品

c. 準時交貨

d. 種類繁多，應有盡有。

e. 產品價錢合理

f. 其它：\_\_\_\_\_

5. 未來會訂購本公司的產品嗎？

a. 會

b. 否，原因：\_\_\_\_\_

6. 你認為本公司仍需改善的地方有：

---

---

謝謝！



## SURVEY / OPINION

Company: \_\_\_\_\_

Interviewer: \_\_\_\_\_

1. What products do you often use when working?

- |                     |                       |                      |
|---------------------|-----------------------|----------------------|
| a. Office Lighting  | b. Shop Lighting      | c. Building Lighting |
| d. Advertising Lamp | e. Emergency Lighting | f. Others: _____     |

2. Recently, what lightings have you searched for?

- |                        |                           |                              |
|------------------------|---------------------------|------------------------------|
| a. Batten or Luminaire | b. Downlight or Spotlight | c. Pattern Lamp or Word Lamp |
| d. Decorative Lamp     | e. Smart Lighting         | f. Others: _____             |

3. What consideration as mentioned below will be taken when you purchase lightings?

- |                                           |                    |                  |
|-------------------------------------------|--------------------|------------------|
| a. Professional Information<br>and Advice | b. Product Quality | c. Delivery Time |
| d. Style                                  | e. Price           | f. Others: _____ |

4. What do you think of our most competitive ones on markets?

- |                                                             |                             |                     |
|-------------------------------------------------------------|-----------------------------|---------------------|
| a. Professional Information<br>and Advice                   | b. High-Quality Product     | c. On time delivery |
| d. All kinds of lightings are<br>available for your choice. | e. Reasonable Product Price | f. Others: _____    |

5. Are you willing to purchase our lightings in the future?

- |        |                   |
|--------|-------------------|
| a. Yes | b. No, why? _____ |
|--------|-------------------|

6. What do you think we have to improve?

---

---

**THANK YOU!**