**Client Research and Meeting Preparation**:

You will review the background of E-Force by looking at their website ([www.eforce.com](http://www.eforce.com)) and will prepare for your client meeting by answering the following questions about the company:

1. Who is the client's primary audience? List all the demographics about them. Age, income bracket, gender, etc

2. What are the current strengths of the client's product, from what you have seen? – At least one paragraph

3. Where do you think the client's mission or product needs revision?

**Next, list five questions you have for the client to help clarify or bring you further understanding about the client’s product:**

1.

2.

3.

4.

5.