

Key Client Profile:

Address	
Turnover/spend	Annually £
Key people & roles (attach organogram if applicable) – see DMP Map	
Ownership structure	
Type of projects/ work	
Number and value of projects annually	
Annual spend with us	£
History with us: Projects, work	
Our services used/ products bought	
Competitors/other suppliers used (and services)	
Client's promotion activity (events etc.)	
Overall business plans	
Specific project/ project/work plans (next 12 months)	
Key drivers - what's most important to them	
Additional comments	