

New Client Questionnaire – Alpha Hospitality Consulting

We're excited to learn more about you and your vision. Please take a few minutes to complete this form so we can better understand how to support your goals.

1. Tell us about your business.

Name of business:

Location(s):

Concept or theme:

What inspired this venture?

2. What stage are you currently in?

- ☐ Pre-launch / Concept Development
- ☐ Under Construction / Opening Soon
- ☐ Operating and Looking to Grow
- ☐ Rebranding or Restructuring
- ☐ Other: _____

3. What are your current challenges or priorities? (Check all that apply)

- ☐ Brand Identity & Positioning
- ☐ Menu & Culinary Strategy
- ☐ Interior Design / Guest Experience Flow
- ☐ Operations & Systems
- ☐ Hiring & Team Culture
- ☐ Marketing & Partnerships
- ☐ Event Programming / Activations
- ☐ Other: _____

4. Describe your ideal guest experience.

What do you want your guests to feel, see, and remember?

5. Who are your core clientele or target audience?

Tell us about who you're attracting—or hoping to attract.

6. What does success look like for you?

Any specific goals (e.g., press, bookings, revenue, brand recognition)?

7. Budget Range (Optional but helpful):

- ☐ Under \$10k
- ☐ \$10k–\$25k
- ☐ \$25k–\$50k
- ☐ \$50k+
- ☐ Let's discuss

8. Anything else you'd like us to know?

Dreams, inspirations, references, or challenges?