



MANAGEMENT CONSULTANTS
TO THE CONSTRUCTION INDUSTRY

IMAGE SURVEY

Most firms in the construction arena, including contractors, construction managers, subcontractors, architects, and engineers assume they know what their customers need, what criteria are used to differentiate, and the level of satisfaction with themselves and their competition. FMI believes these perceptions are too important to leave to assumption. Formal feedback will crystallize a customer's perceptions and will differentiate those who take the trouble to ask.

