

May Survey Results

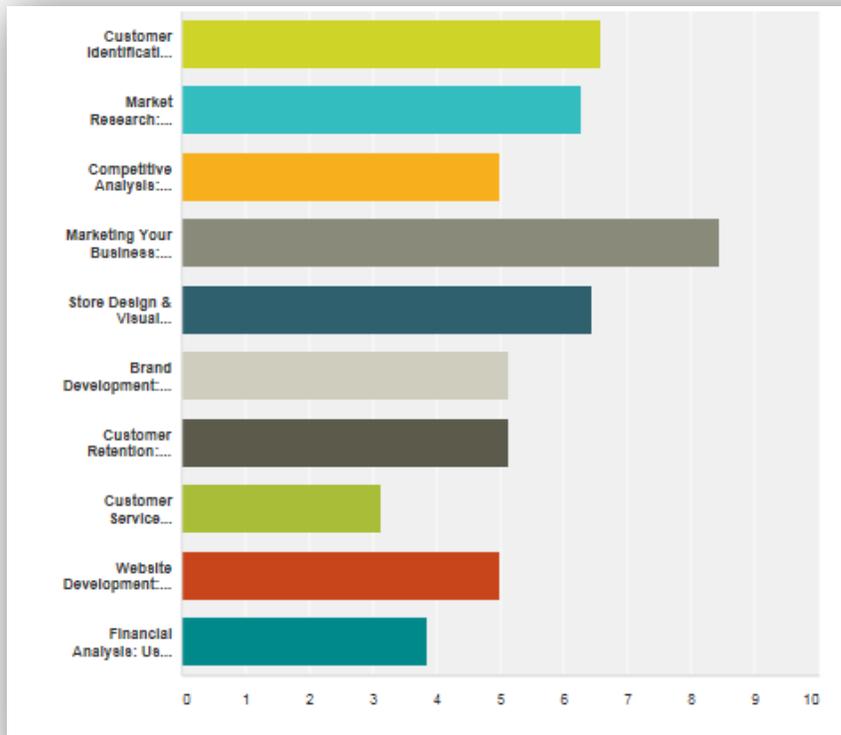
Business Workshop Development

Response Rate: 7 out of 25 surveys sent (2.8% response rate)

BUSINESS TYPE	RESPONSE	TOP TOPICS
Professional Services	4	Marketing, Customer Identification, Web Development, Customer Service Training, Market Research
Retail Product	2	Customer Retention, Store Design, Customer Identification, Market Research
Industrial	1	Marketing, Financial Analysis
	7	<i>(Red denotes those that match the overall top four)</i>

1. Rank from 1-10 the following business workshop topics based on your interest level, with 1 being the most interesting to you.

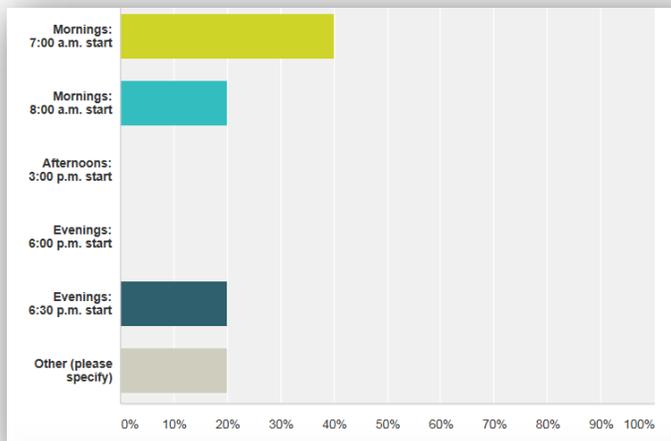
Topics	Avg Rank
Marketing Your Business Create your own communications plan including a discussion on websites, social media, public relations, paid advertising, and other channels.	8.43
Customer Identification Determine your ideal target market, geographic sales area and customer need for your products/services.	6.57
Store Design & Visual Merchandising Learn how to conduct a visual audit of your business to ensure you are communicating the right message, and have the best presentation of your products/services.	6.43
Market Research Identify web sources to determine market size; trade associations; and industry information to effectively market your business.	6.29
Brand Development Understand how to create a brand that conveys the right message to your target audience including logo development, themes, colors, taglines and loyalty development.	5.14
Customer Retention Identify strategies to retain customers and build loyalty.	5.14
Competitive Analysis Understand your competitive environment and carve out a niche in your industry by identifying your competitive advantage and value propositions.	5.00
Website Development Create an outline for your own website content using the customer decision making process and focusing on messages, benefits and value propositions that make your company stand out.	5.00
Financial Analysis Use your income statement and balance sheet to understand your company's strengths and weaknesses; identify way to improve your cash flow; and benchmark industry ratios.	3.86
Customer Service Training Develop strategies for creating superior customer service to keep customers coming back	3.14



2. What other topics would you like to see presented?

- Time Management - Balance Between Family and Work
- Recycling and Reusing
- Co-op Marketing Opportunities for the Entire Downtown Area

3. What time is preferred for you to attend a workshop (please select all that apply)



Answer Choices	Responses
▼ Mornings: 7:00 a.m. start	40.00% 2
▼ Mornings: 8:00 a.m. start	20.00% 1
▼ Afternoons: 3:00 p.m. start	0.00% 0
▼ Evenings: 6:00 p.m. start	0.00% 0
▼ Evenings: 6:30 p.m. start	20.00% 1
▼ Other (please specify)	Responses 20.00% 1

Total Respondents: 5