

# **Hunting for Partners & Fishing for Profits**

May 14<sup>th</sup>, 2003

## Needs Assessment Survey Results

from the

**Kutztown University Small Business  
Development Center**

June 2, 2003

**Question 1** – Please rank the top ten topic areas that you would be most interested in obtaining low cost training for yourself and/or key management personnel to help you with the Cabela’s opportunity and improve your business profitability.

**Results** –

<u>Name of Workshop</u>	<u># of Requests</u>
1. Effective Advertising	62
2. Promoting to Tourist Markets	62
3. Sales Strategies	47
4. Marketing and Communication	46
5. Business Planning	39
6. Building Your Referral Network	38
7. Cooperative Advertising	28
8. Raising Capital	28
9. Strategic Planning	24
10. Managing During a Period of Rapid Growth	23
11. Sales Forecasting	21
12. Leadership Development	18
13. Hiring the Right Employees	18
14. Management Development	17
15. Bookkeeping	16
16. Point of Sale Systems for Inventory Mngmt and Customer Contact	16
17. Team Building	15
18. Merchandising	15
19. Employee Training on Customer Service for the Retail Market	14
20. Retirement Planning / Financial Planning	12
21. E-Commerce	12
22. Developing Personnel Policies	12
23. Legal Issues	10
24. Information Technology	10
25. Tax Planning	9
26. Risk Management	8
27. Succession Planning	6
28. Developing Job Descriptions	6
29. Software Application Training	5
30. Environmental and OSHA Standards	4
31. Energy Efficiency/Pollution Prevention	3
32. Other	3
33. Import Assistance	1

**Question 2** – Gender

**Results** –

	<u># of Responses</u>
Male	52
Female	52

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**Question 3** – What is your type of business?

**Results** –

	<u># of Responses</u>
Manufacturer	7
Construction	2
Service	46
R&D	1
Retail	39
Surplus	1
Wholesale	5
Other (Govt. Agencies, Schools, etc.)	15

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**Question 4** – Please indicate how helpful you think it would be for downtown Hamburg businesses to establish a standard set of business operating hours (mark with an X):

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<b>Not Helpful</b>	<b>Somewhat Helpful</b>	<b>Helpful</b>	<b>Rather Helpful</b>	<b>Very Helpful</b>
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**Results** –

	<u># of Responses</u>
Not Helpful	2
Somewhat Helpful	1
Helpful	19
Rather Helpful	14
Very Helpful	22

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**Question 5** Rank your willingness to establish a standard set of business hours for the Hamburg business community (mark with an X):

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<b>Not Willing</b>	<b>Somewhat Willing</b>	<b>Willing</b>	<b>Rather Willing</b>	<b>Very Willing</b>
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**Results** –

	<u># of Responses</u>
Not Willing	2
Somewhat Willing	4
Willing	22
Rather Willing	10
Very Willing	11