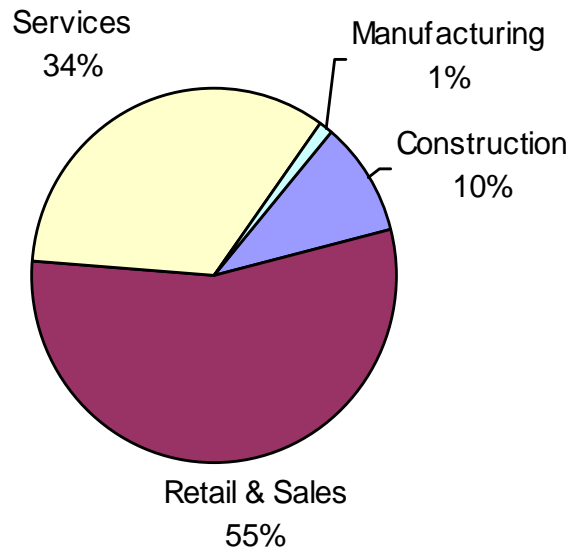


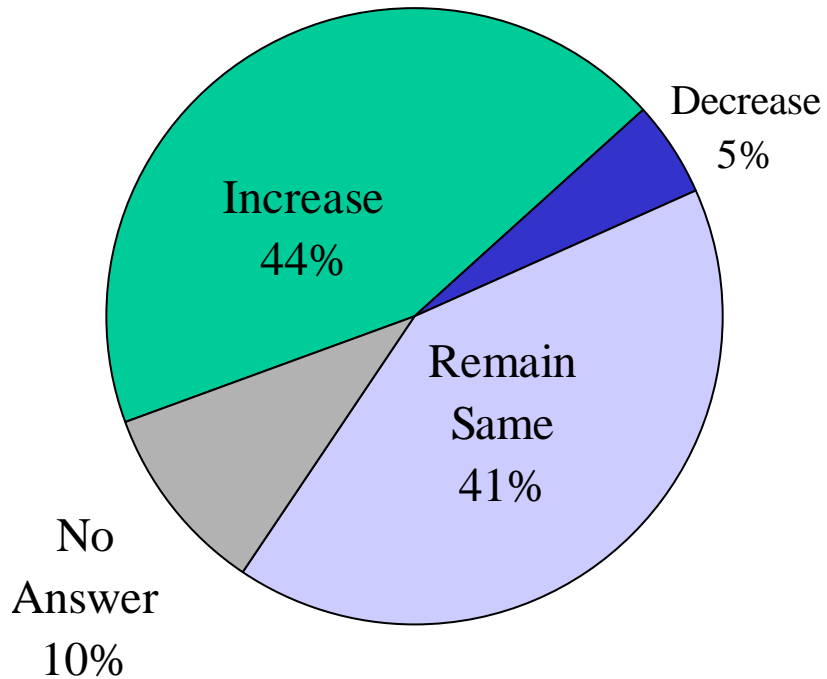
Businesses Interviewed based on Products/Services



- Construction/Real Estate 8
- Services 28
- Sales & Retail 45
- Manufacturing 1

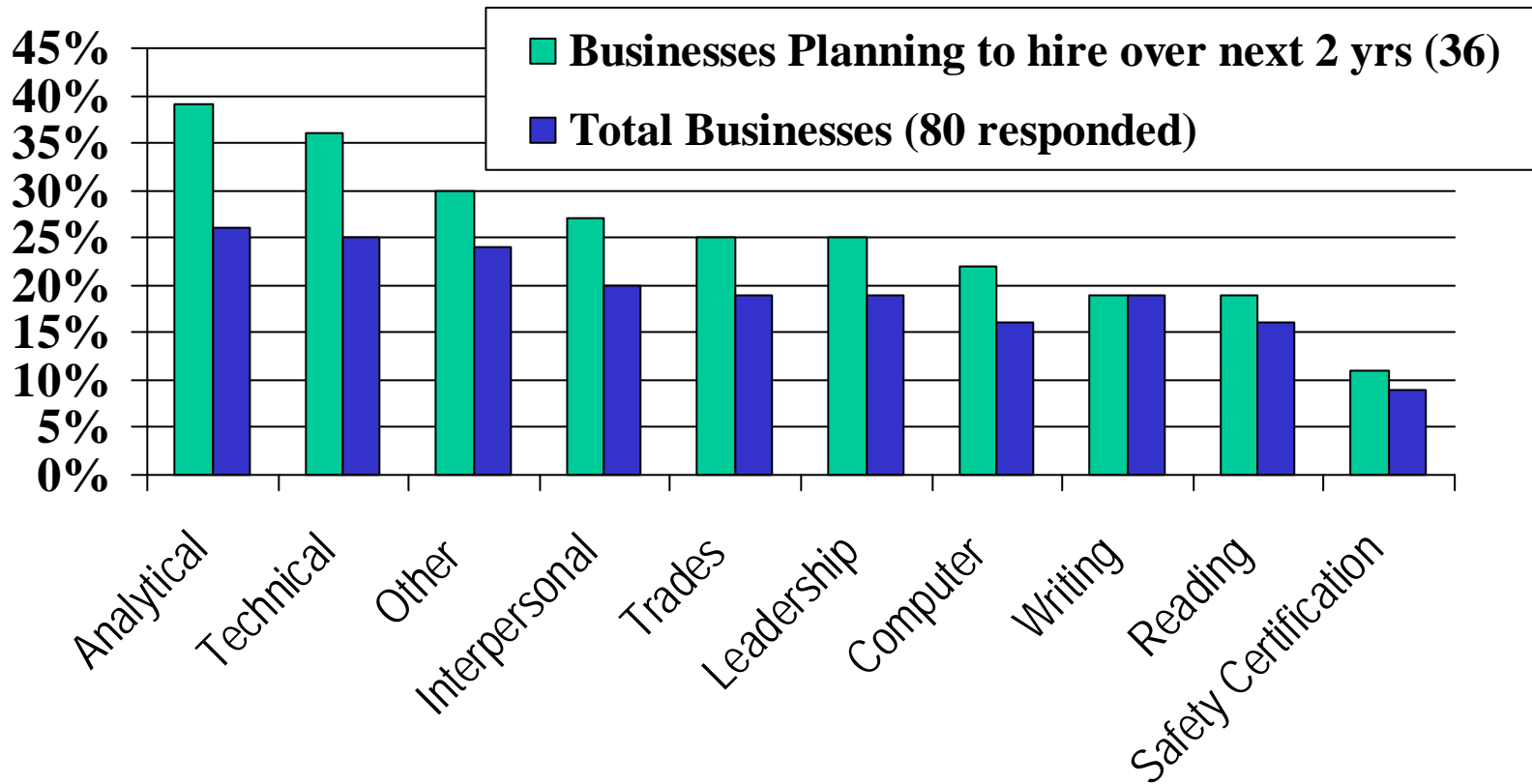
Total 82 Businesses Interviewed

Employee Forecast



- 82 Businesses interviewed
- Employing 2489 people
- 74% have less than 5% annual turnover
- Those forecasting increase indicate that
 - 111 will be Full Time
 - 44 will be Part Time
 - 3 are Temporary

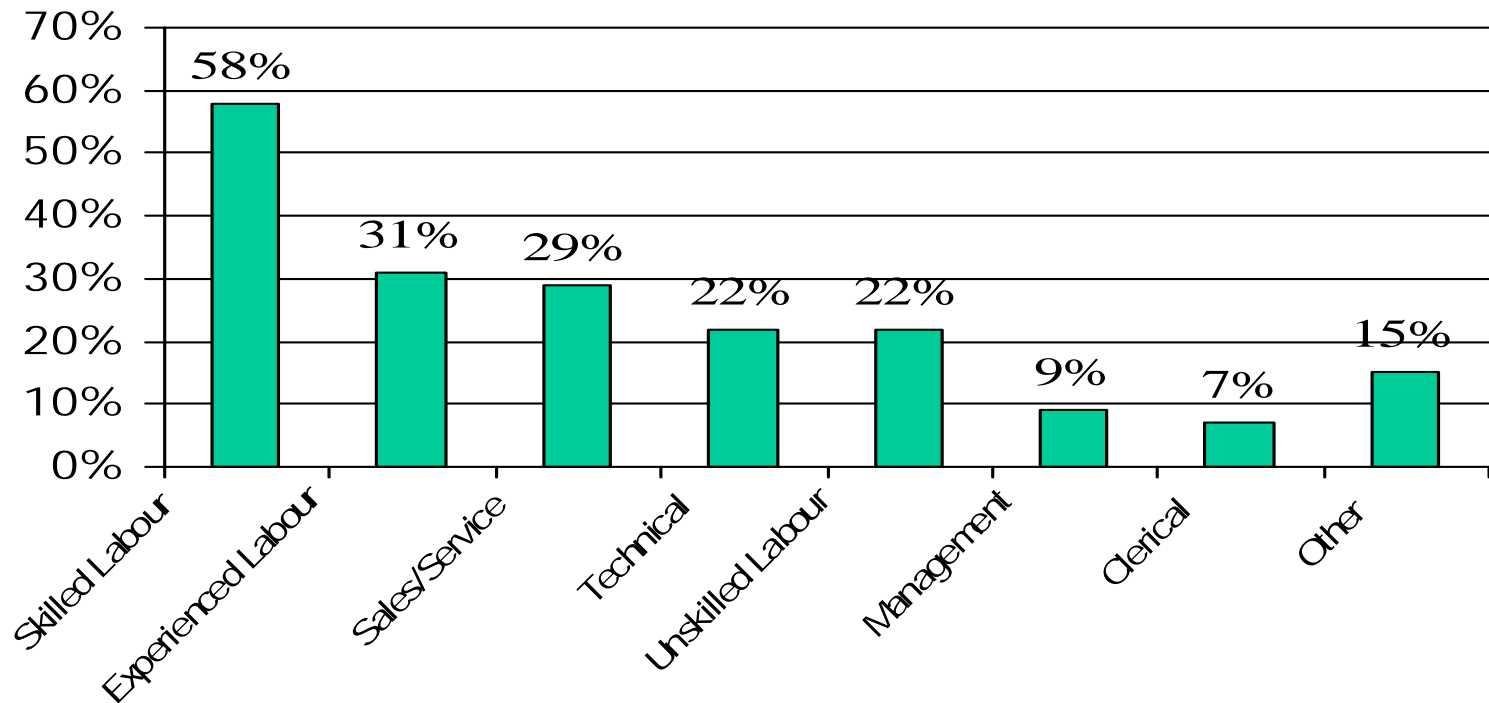
What Skills or qualifications do you find lacking in the local workforce?



Recruitment Difficulties

55% or 45 Businesses said they experience difficulty in recruiting employees

Skill sets cited to be difficult to Recruit



Recruiting Problem Areas

70% or more cited

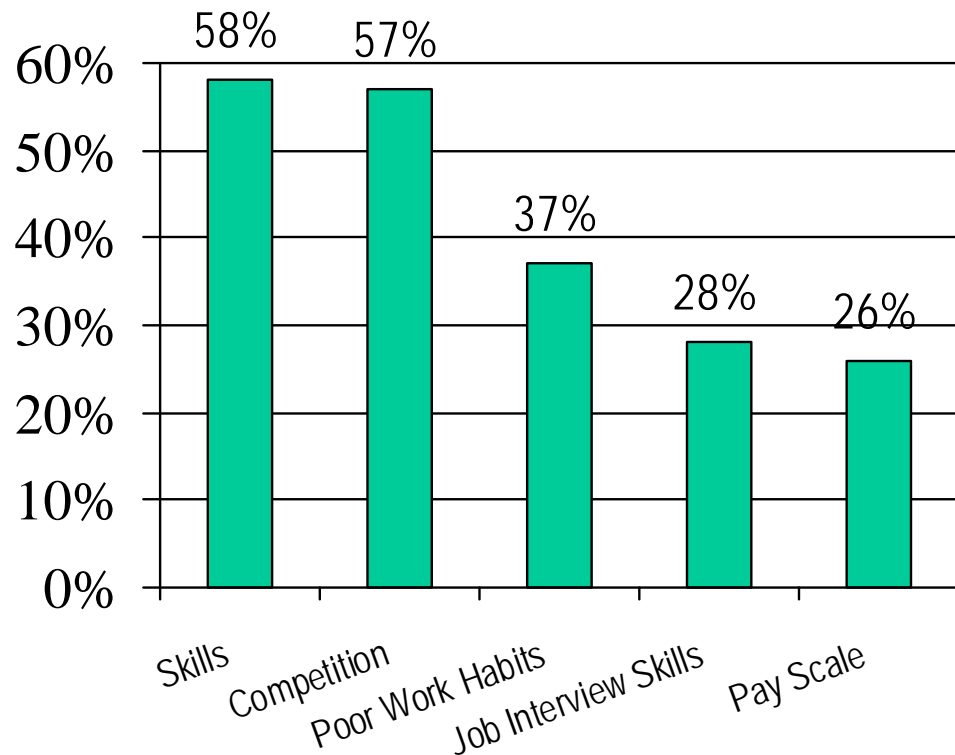
“No or Slight Problem”

in the following areas:

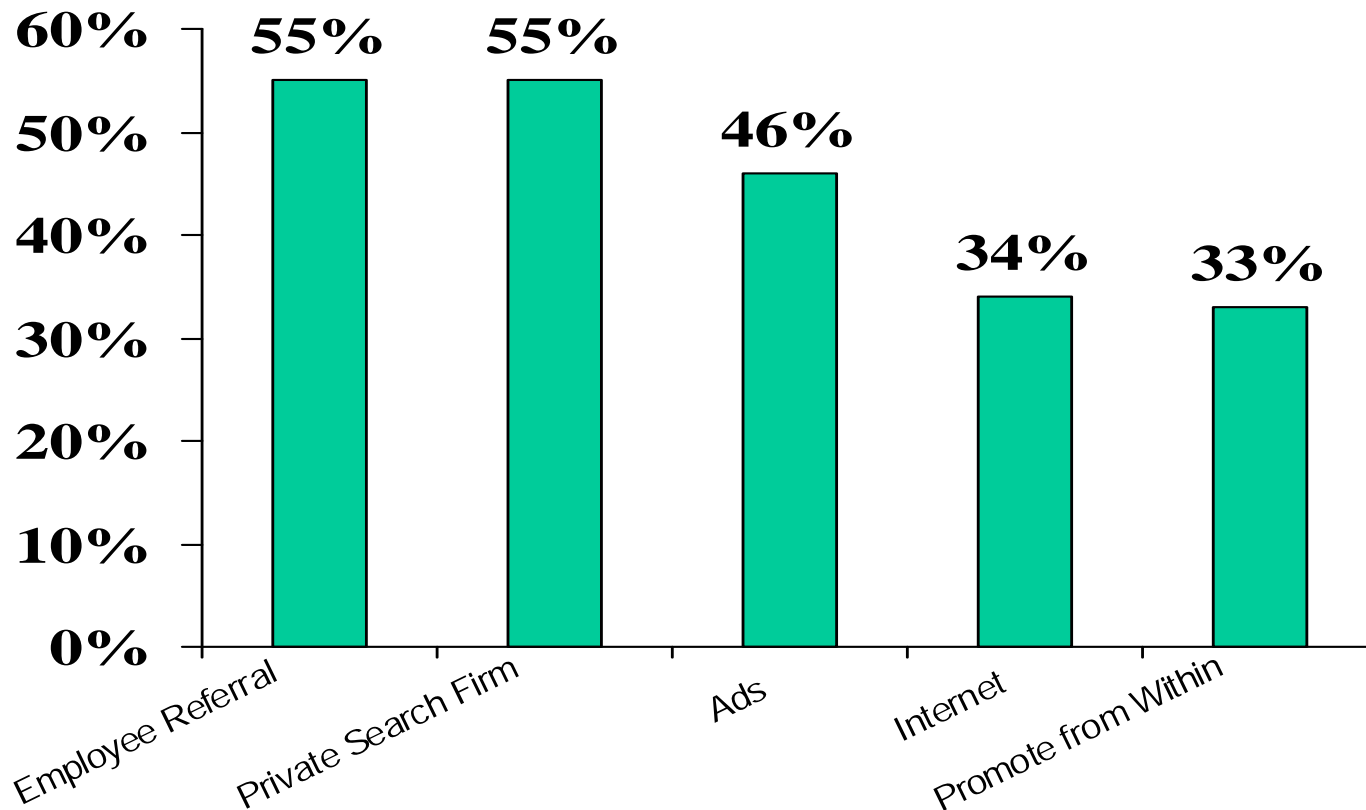
- Citizenship
- Availability of housing
- Eng. Speaking Skills
- Second Language
- No High School Diploma or GED
- Lack of fringe benefits
- Overqualified
- Commute to the area
- Basic literacy
- Grooming & appearance

Top 5 Recruiting Problems

Cited as Moderate/Major/Extreme

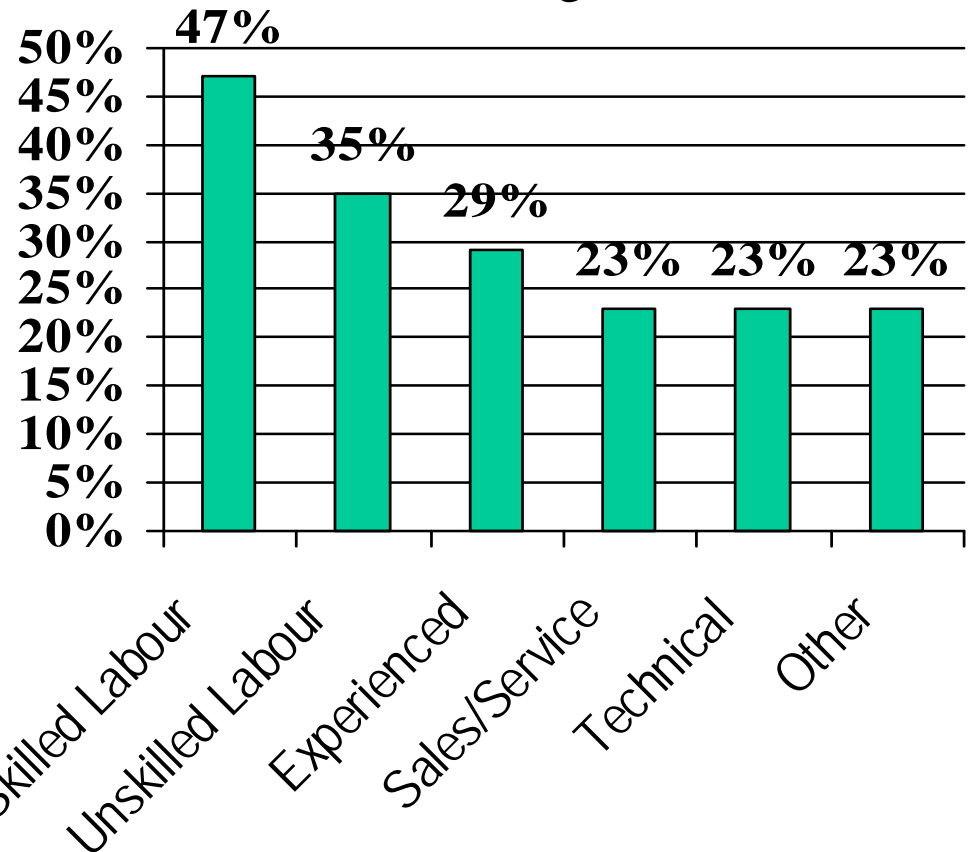


Top 5 Resources used to find New Employees



Skill sets difficult to Retain

Retaining difficulties were cited in the following skill sets



20% (or 17) of the businesses interviewed cite having challenges retaining employees in the following areas....

Top reasons cited by Businesses as to why they are experiencing difficulty with Recruitment/Retention of employees?

As cited by 54% (or 44) of the businesses interviewed

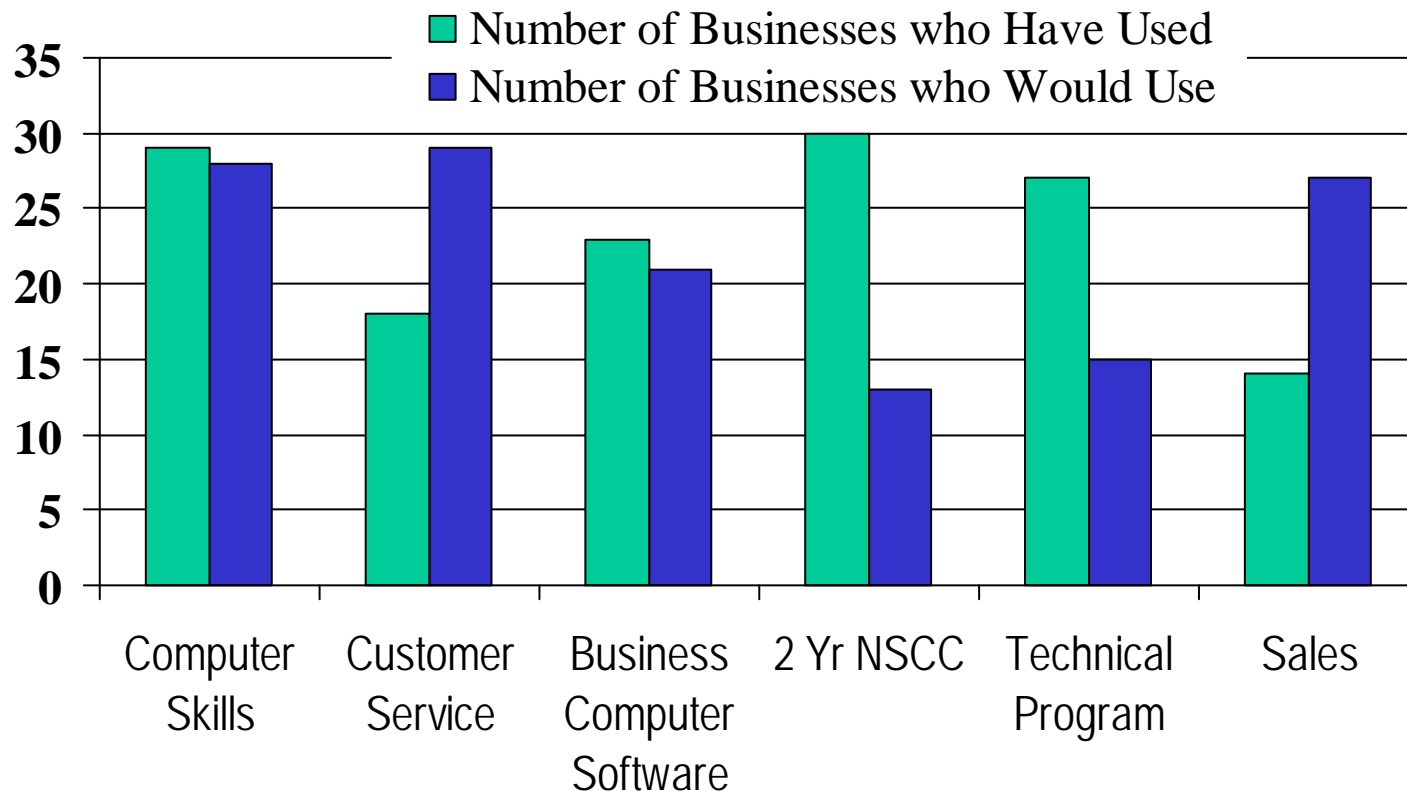
...experience unavailable (25%)

...competition (14%)

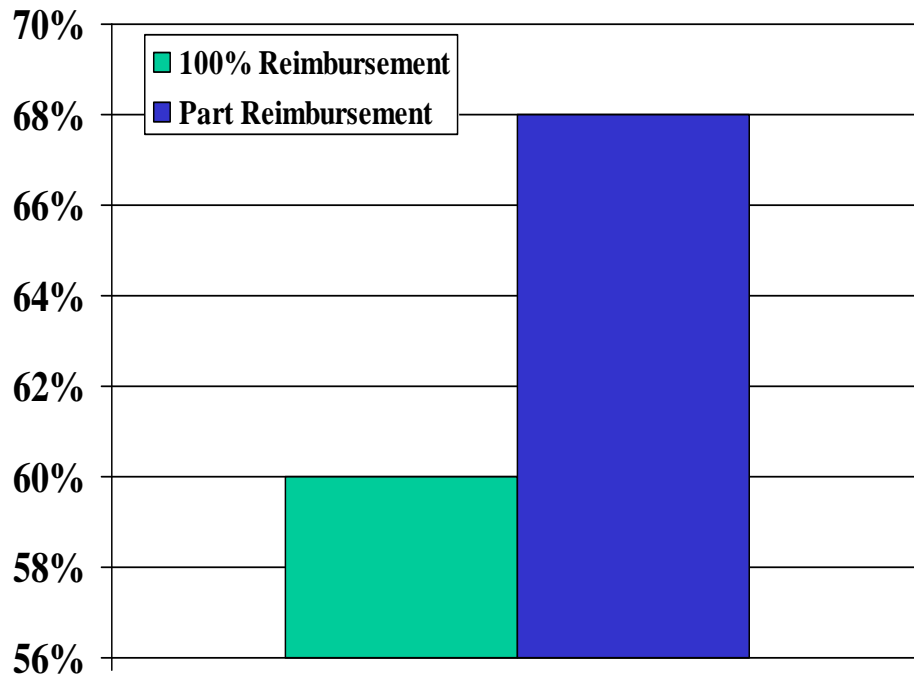
...wages/terms of employment (18%)

...Interview skills (9%)

Types of Training Programs Employees Have Used or Would Use



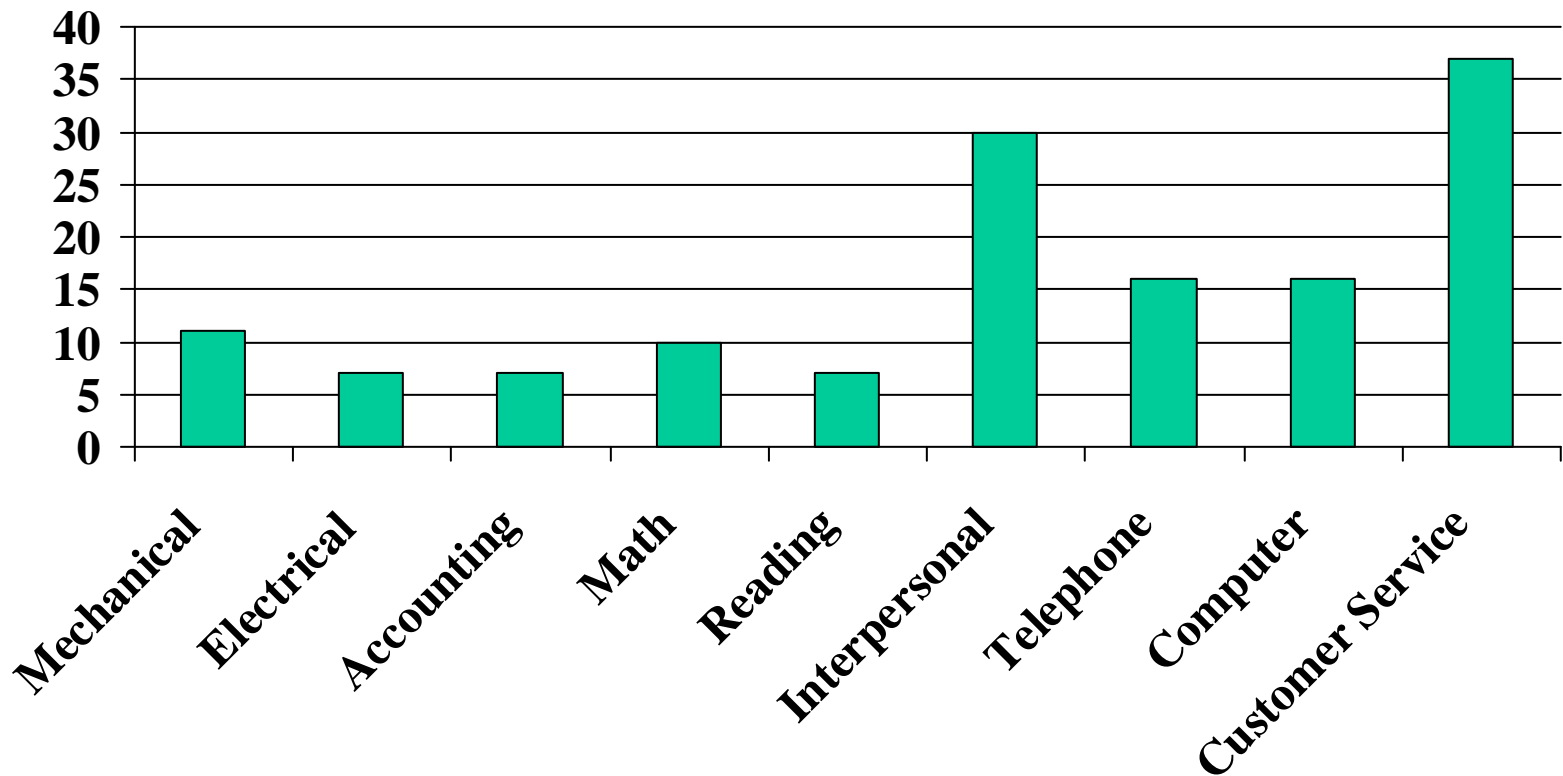
Would you contribute \$'s towards Employee Training?



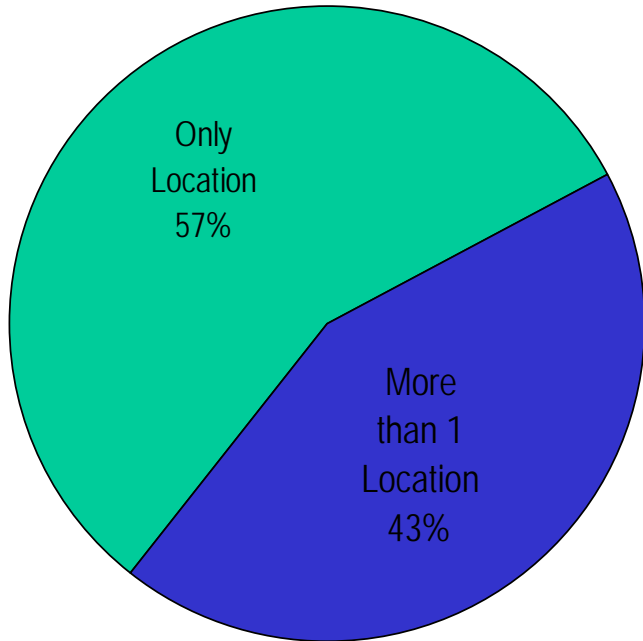
69% of Businesses indicated they would encourage employees to use training

16% were unsure

If training were offered in the future what kind is needed?



Business Profile



67% of the Businesses interviewed
have their Headquarters here!

68% have been in business for
more than 10 years

(20% of which are more than 35 yrs!)

71% have a Business Plan

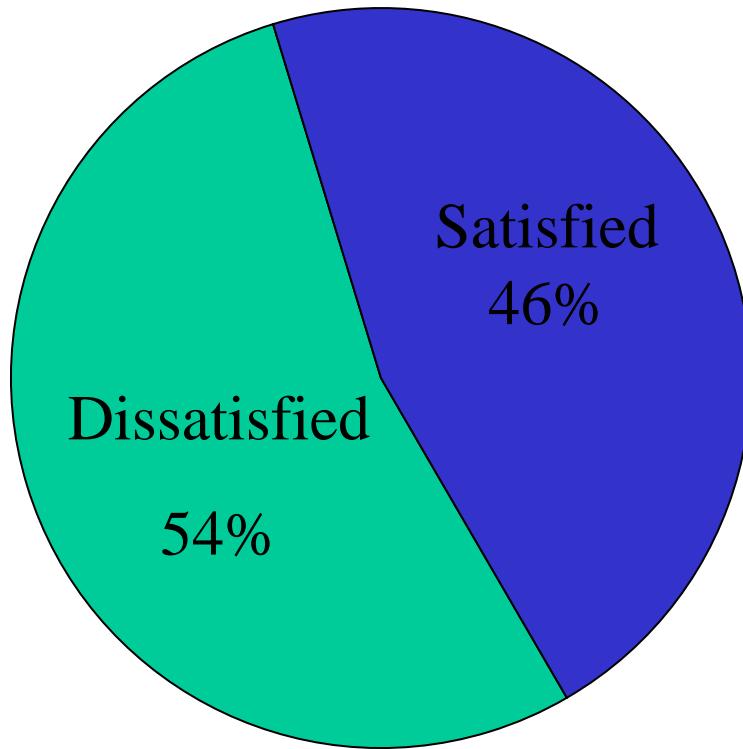
43% have a Succession Plan

52% have a Marketing Plan

63% own their facility

34% lease their facility

Satisfaction with Business Location

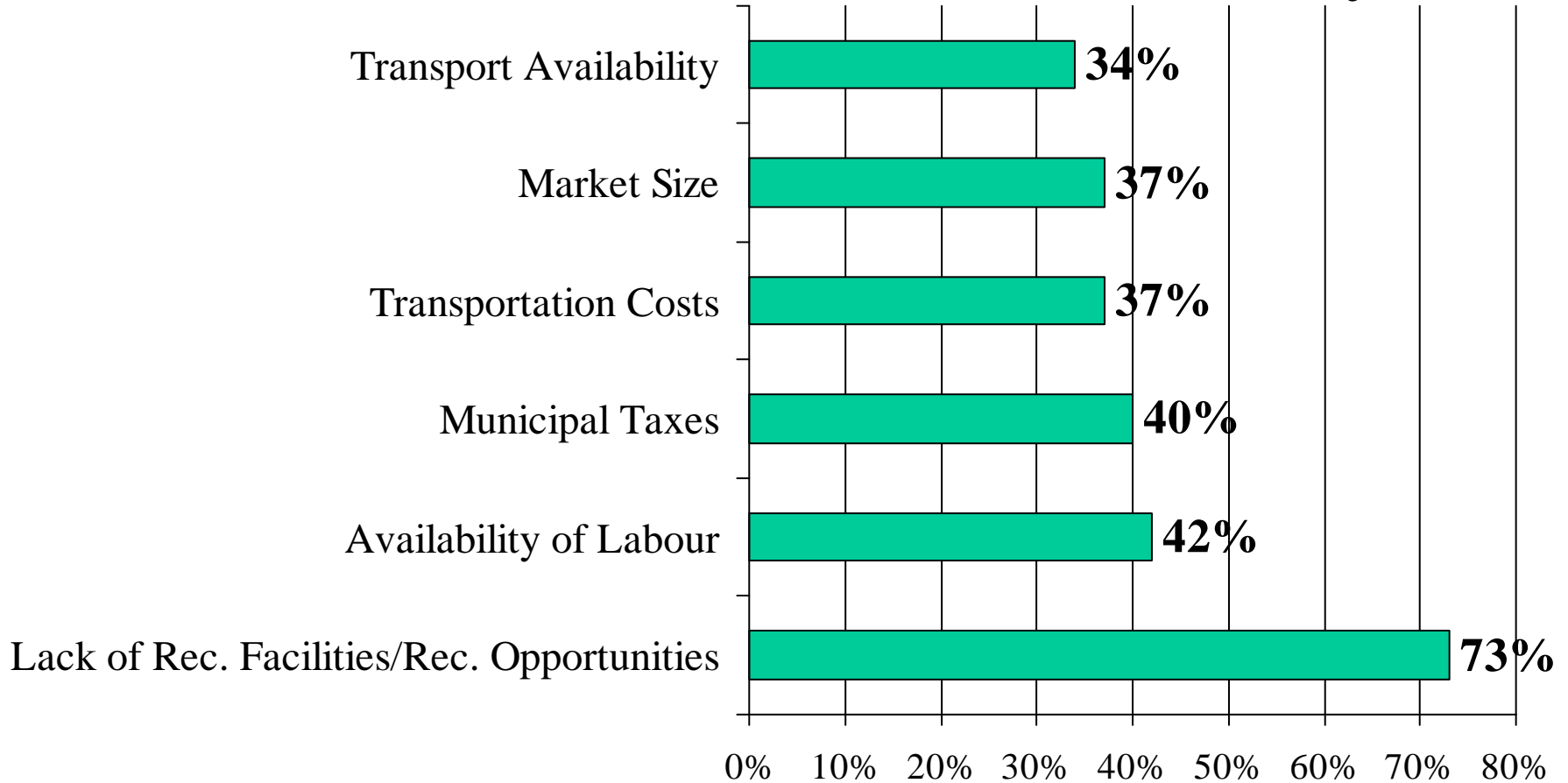


Of those Completely

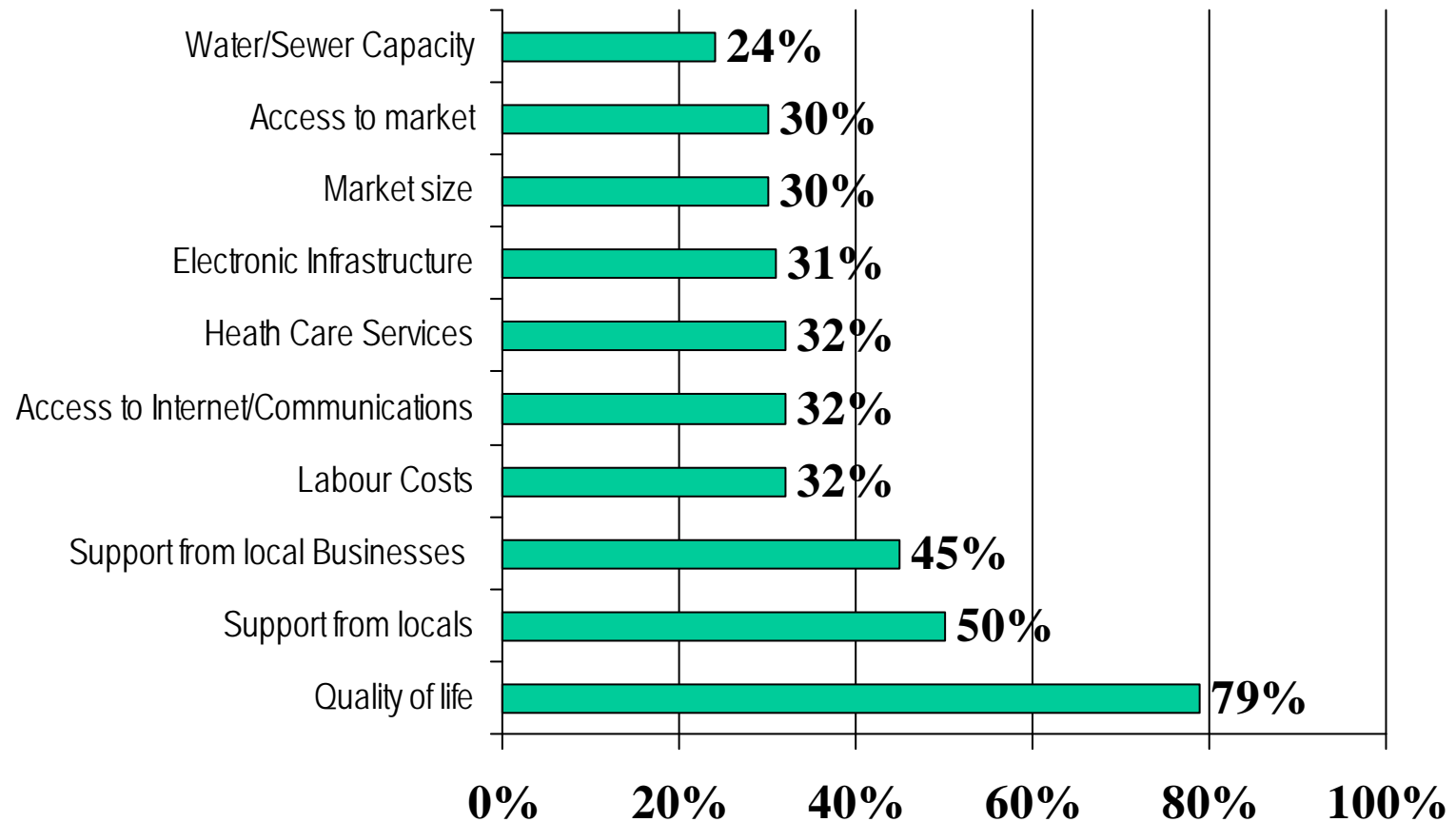
Satisfied (47 respondents)

- 78% cite location, visibility & traffic flow
- 13% cite potential growth/development
- 9% cite their building

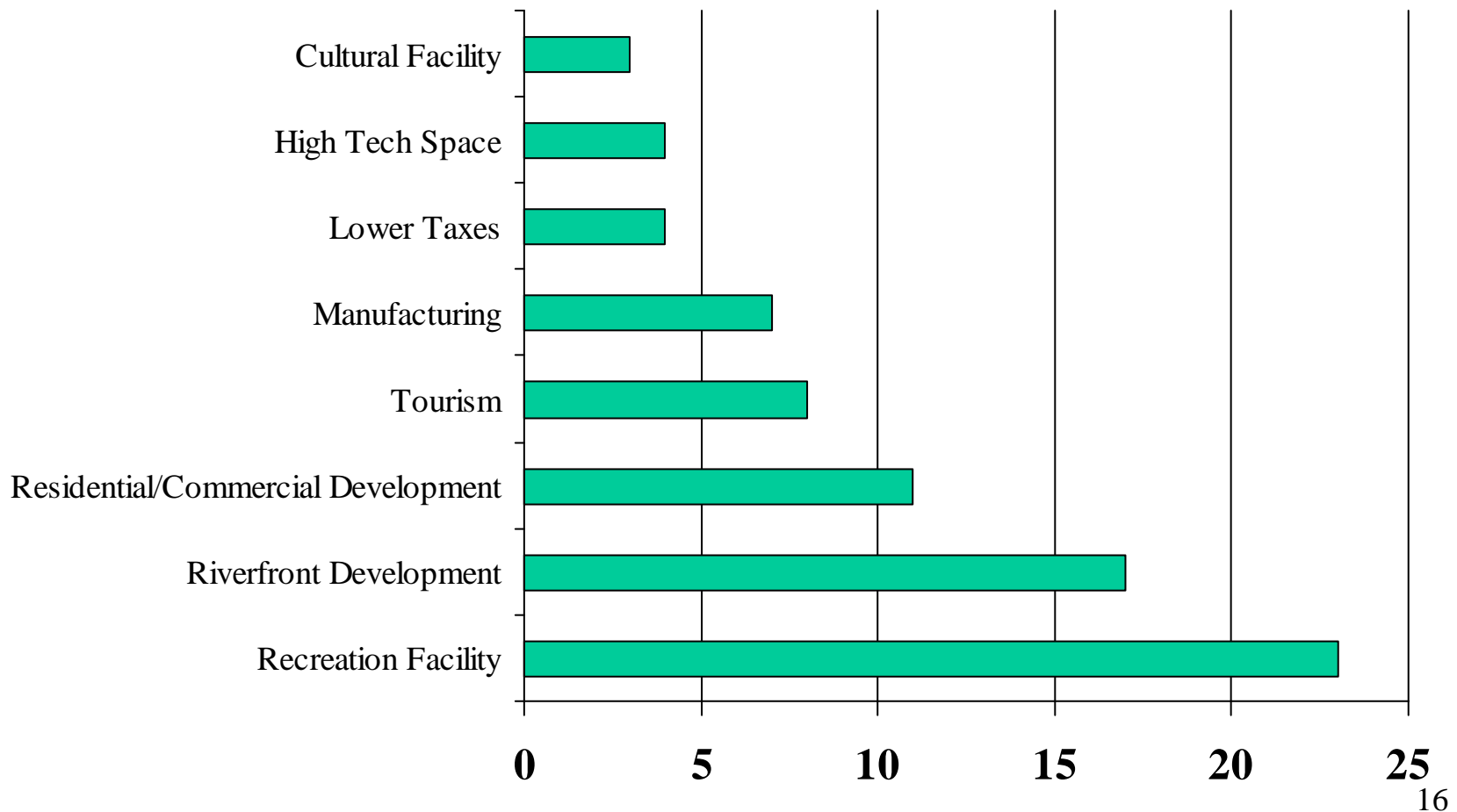
35 Businesses indicated they were dissatisfied with their location... Why?



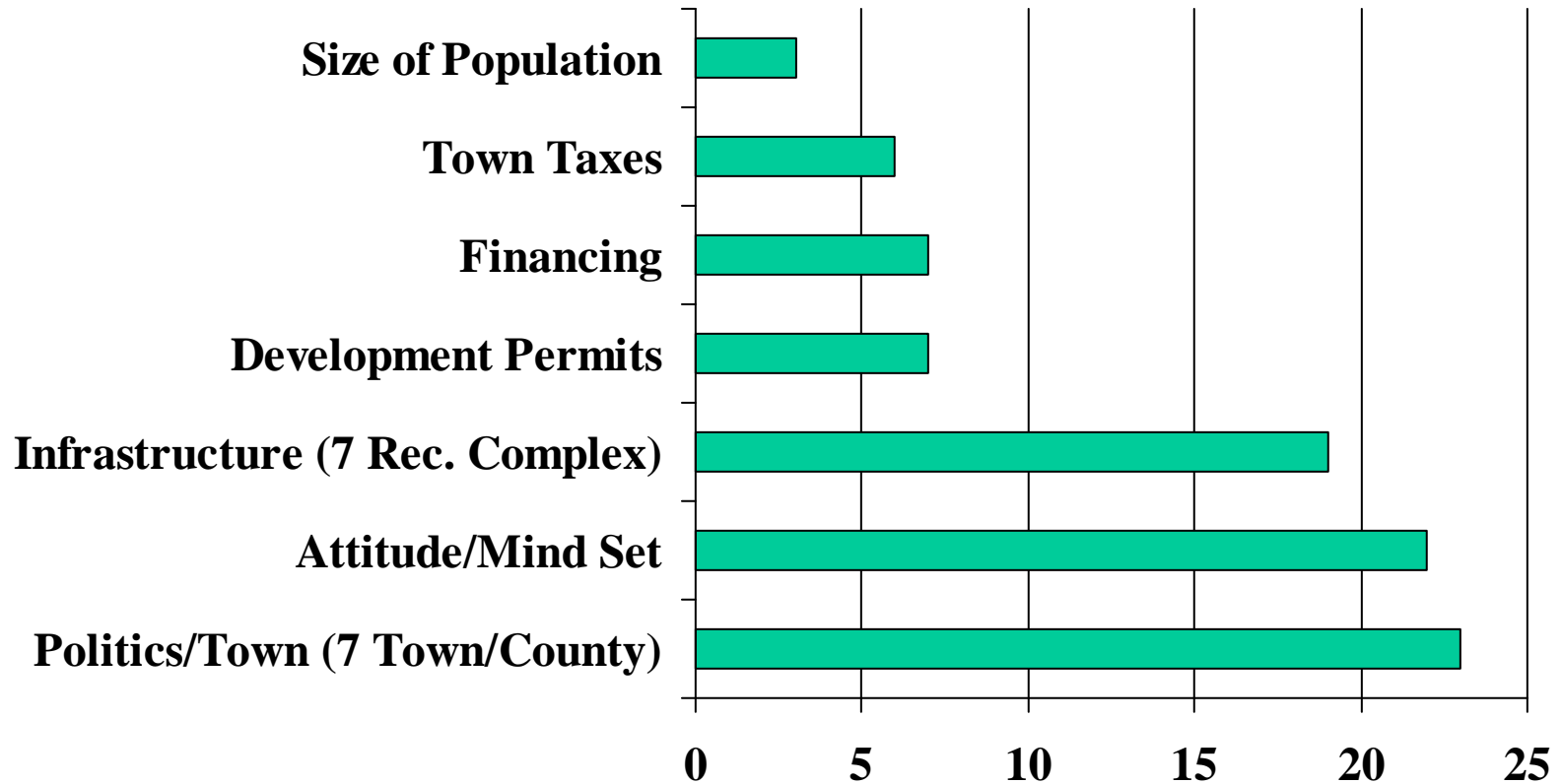
Top Advantages of doing Business in Bridgewater



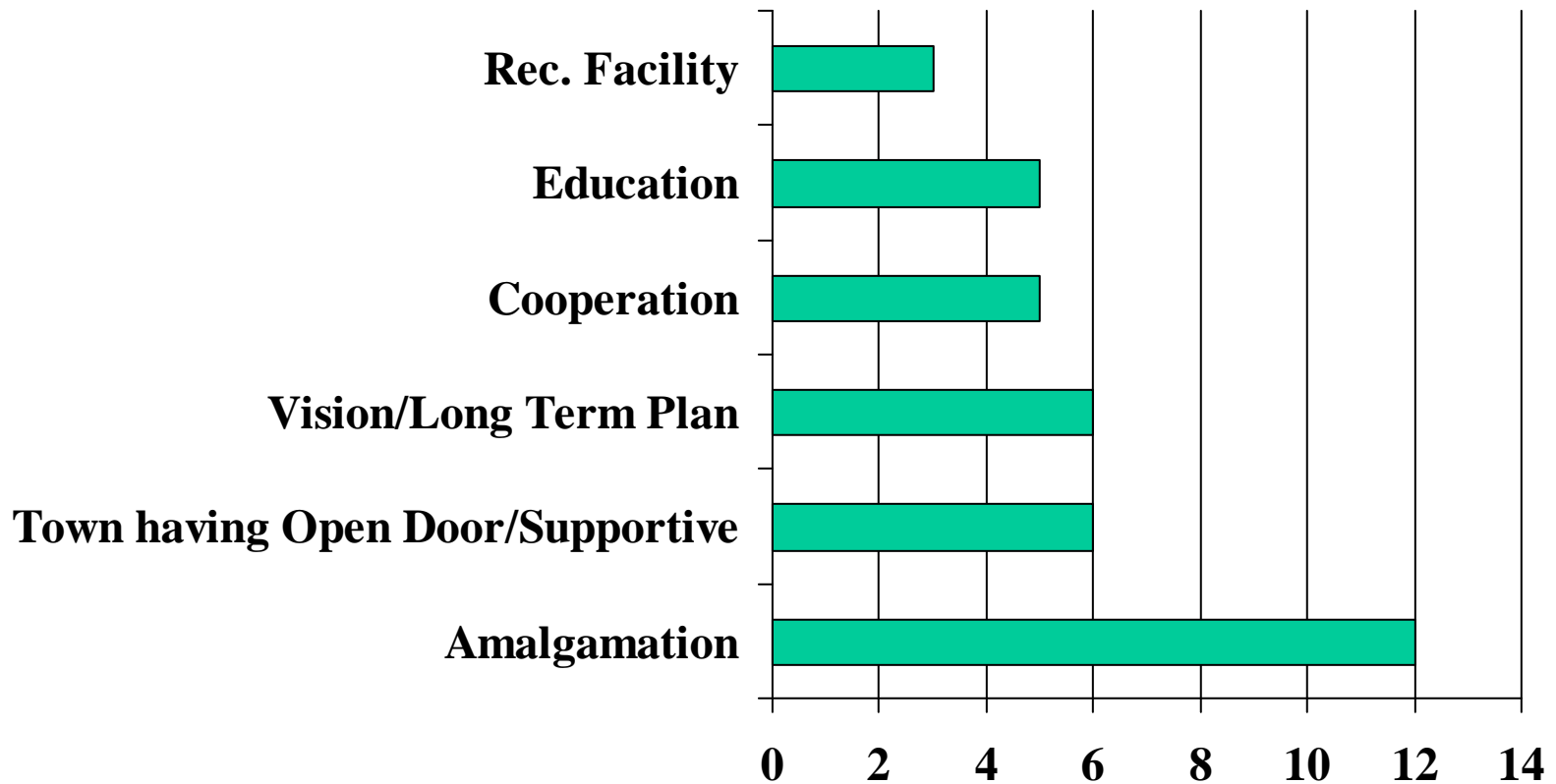
Main Opportunities cited for Economic Development in Bridgewater



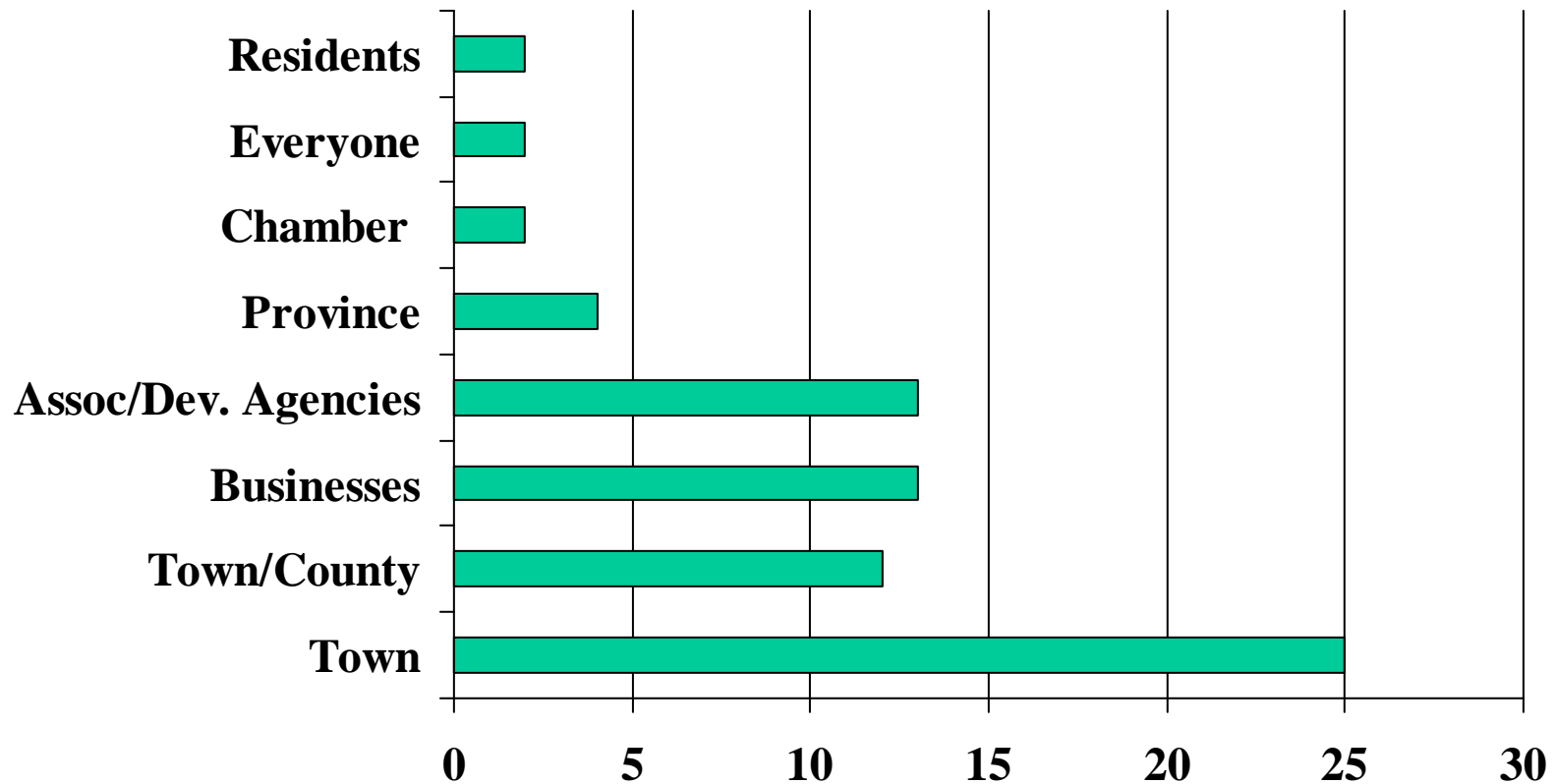
Barriers to achieving Opportunities



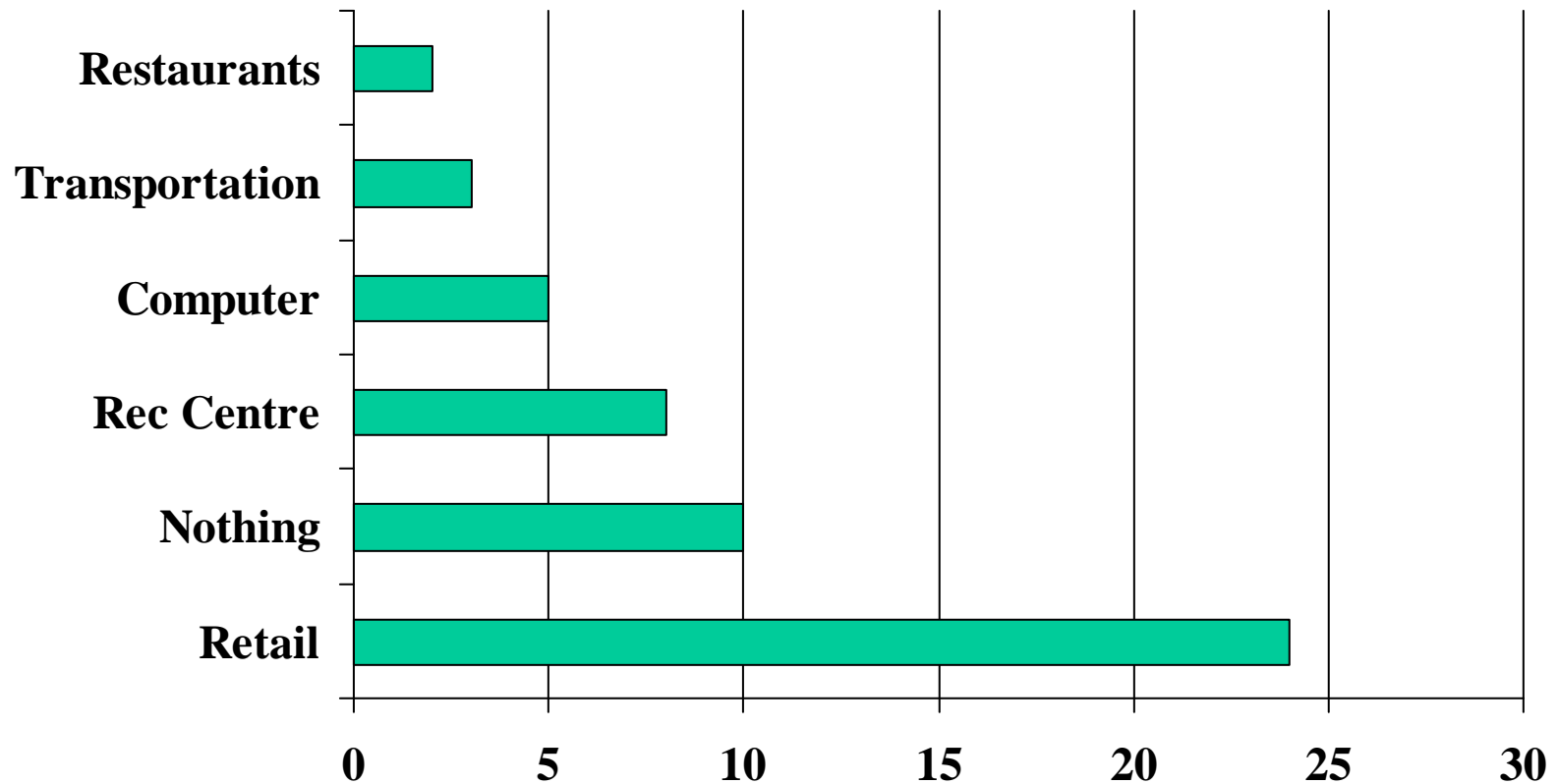
How might barriers to achieving opportunities be overcome?



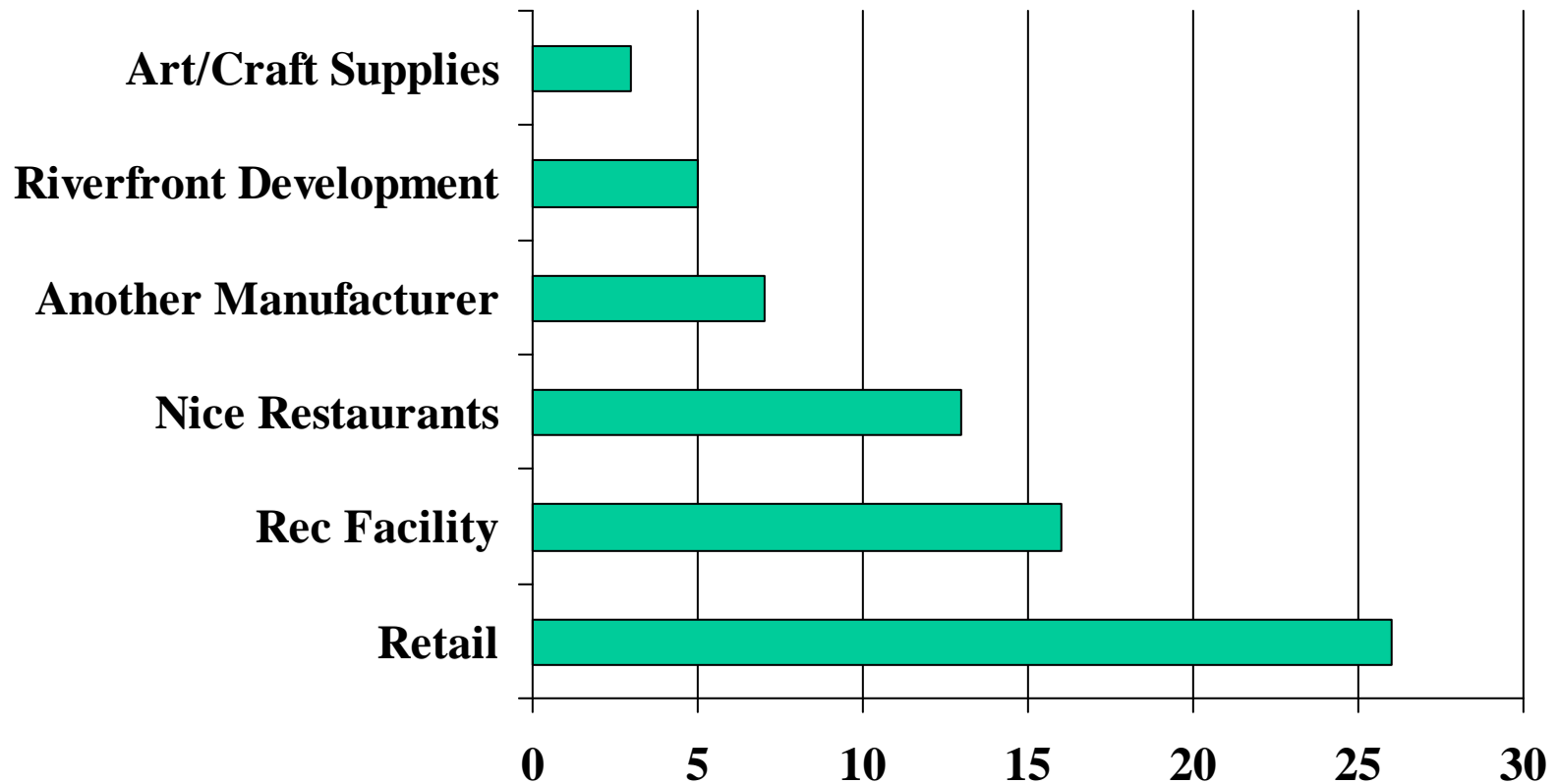
Who should take lead in addressing barriers to opportunities?



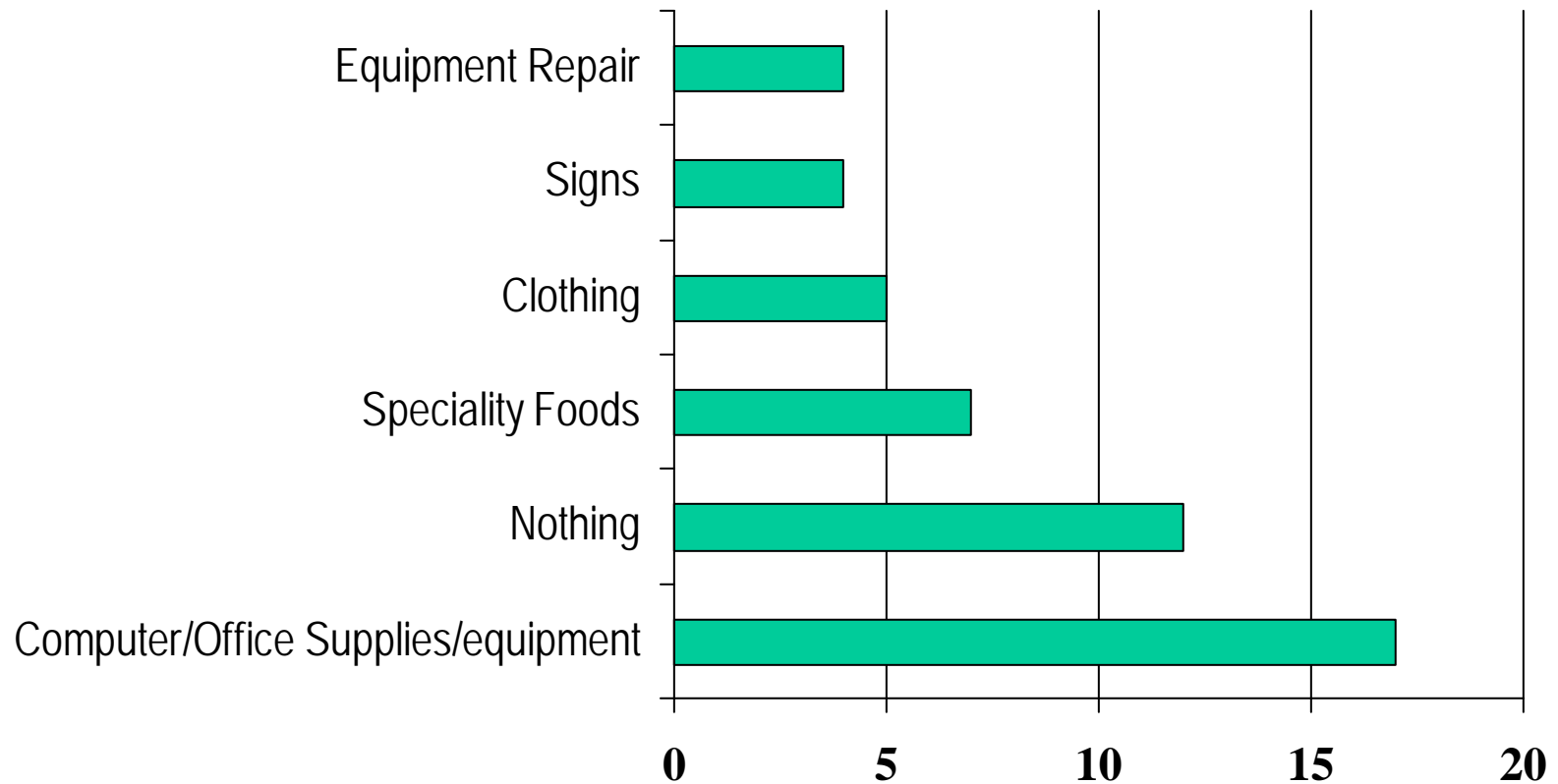
What new suppliers of Products or Services would be of benefit to the business community?



What new businesses or services would you like to see added to Bridgewater?

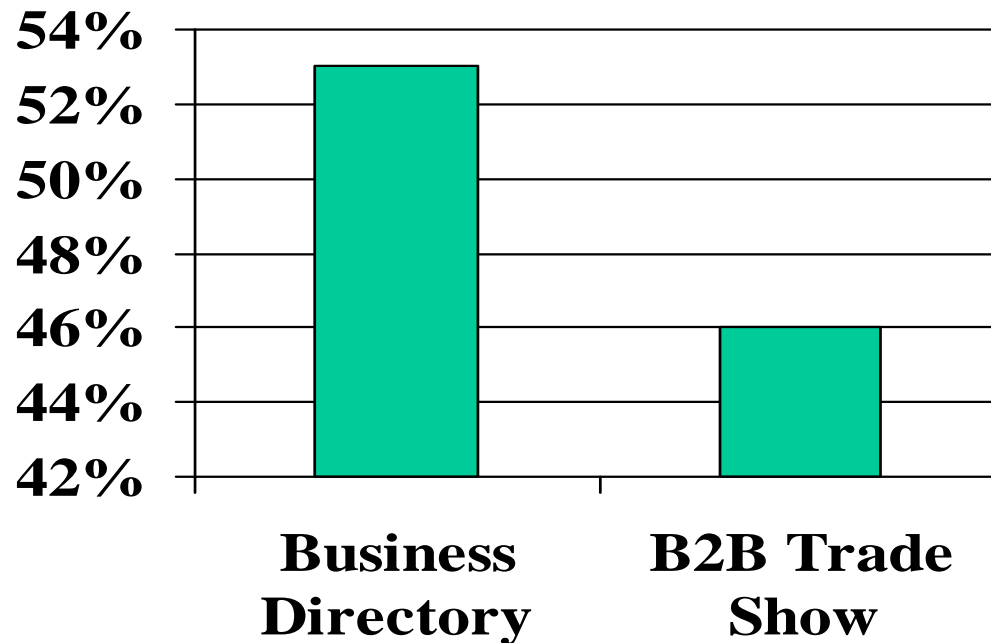


What Products/Services can't you buy in the area now?



Sales & Markets

What would encourage you to purchase locally?



Sales & Markets

Businesses indicated that ...

65% experienced sales increases over the past 2 years

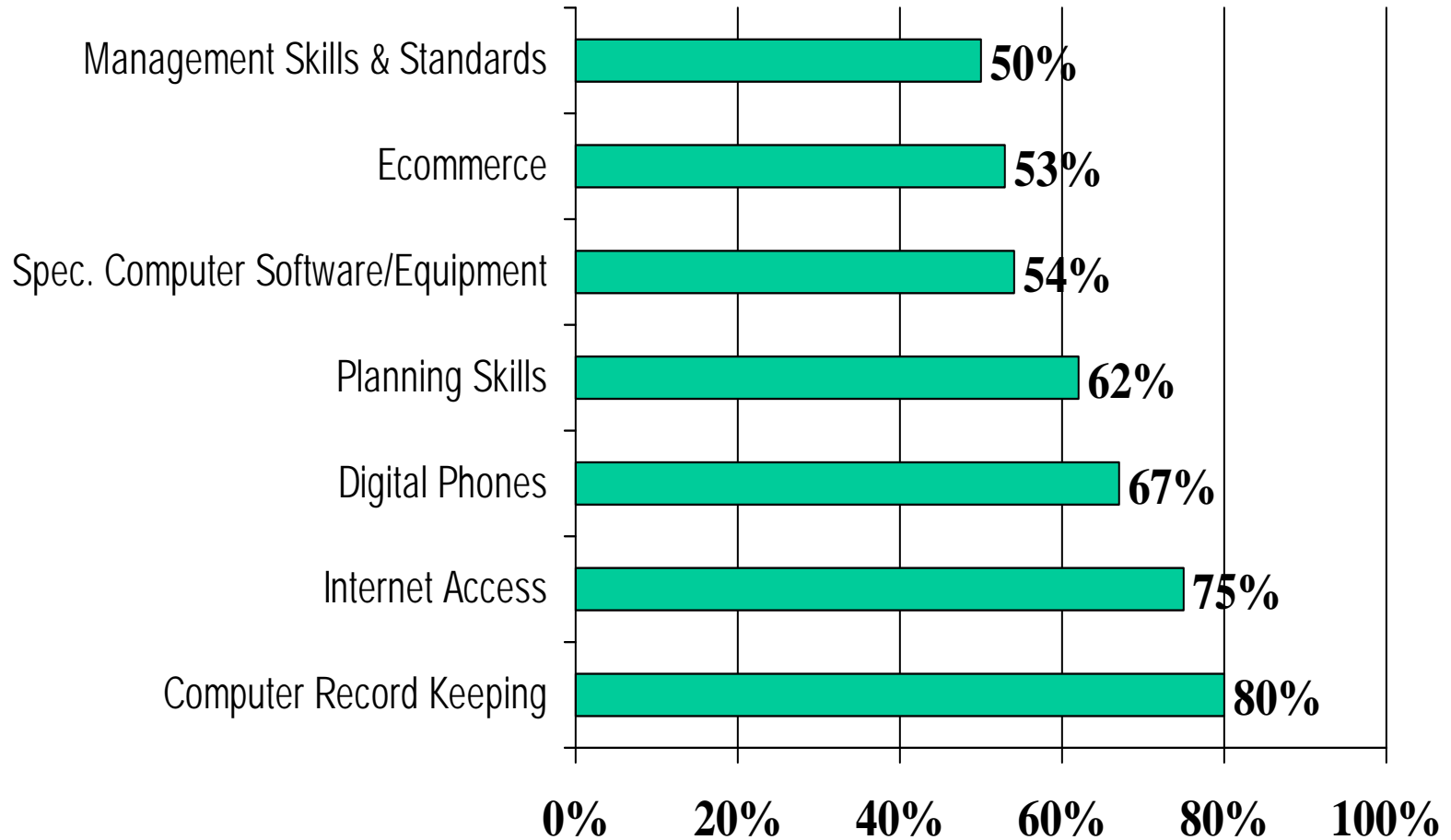
63% project higher sales over next 2 years

10% export primarily to New England

41% Import products

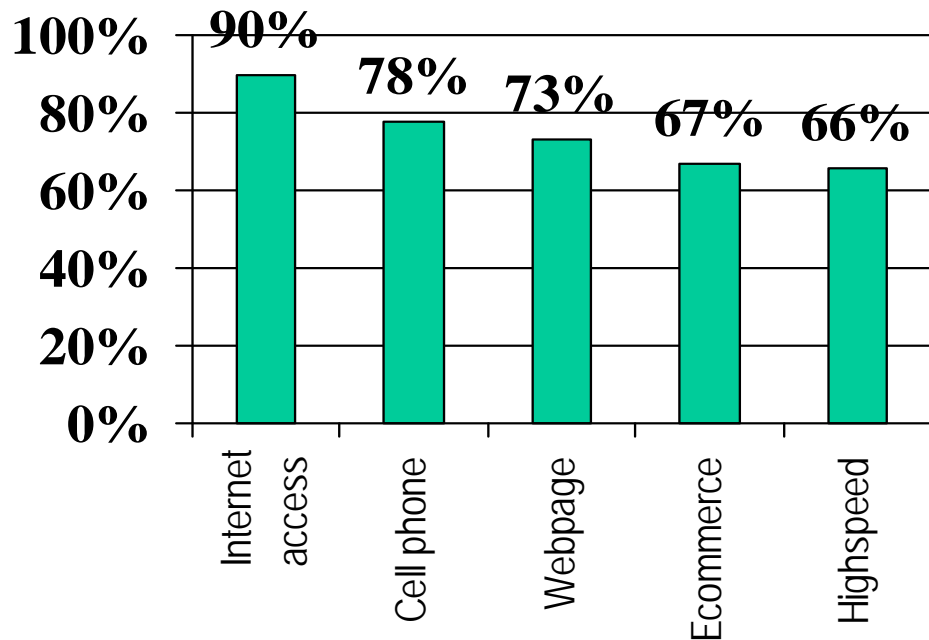
52% interested in Co-op Advertising

Factors affecting Business



Use of Technology & Computers

Use of technology in Businesses



Computer Software/Hardware

39% say it is **accessible**

37% say **somewhat/not very**

49% feel it is **not affordable**

23% who feel **it is**

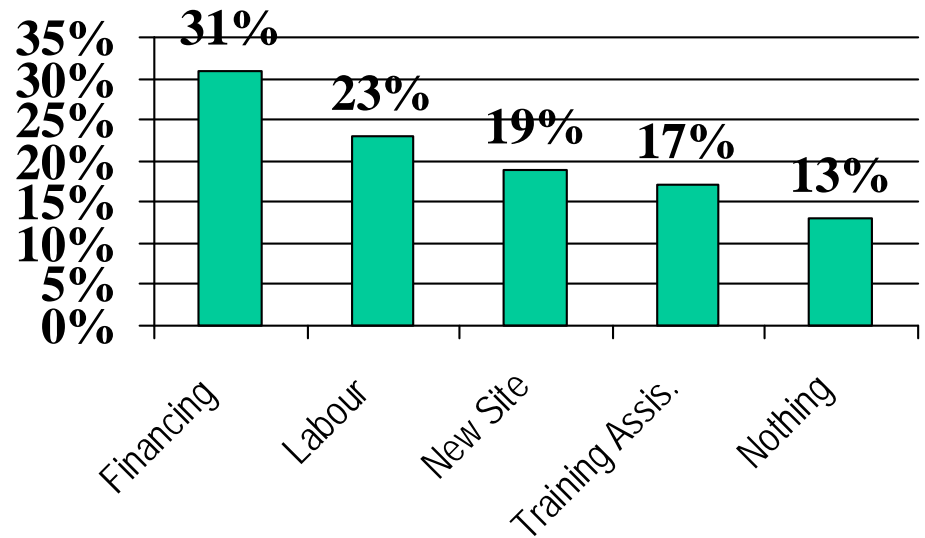
Main reason for not engaging
more technology...

Uncertain of effectiveness

Expansion

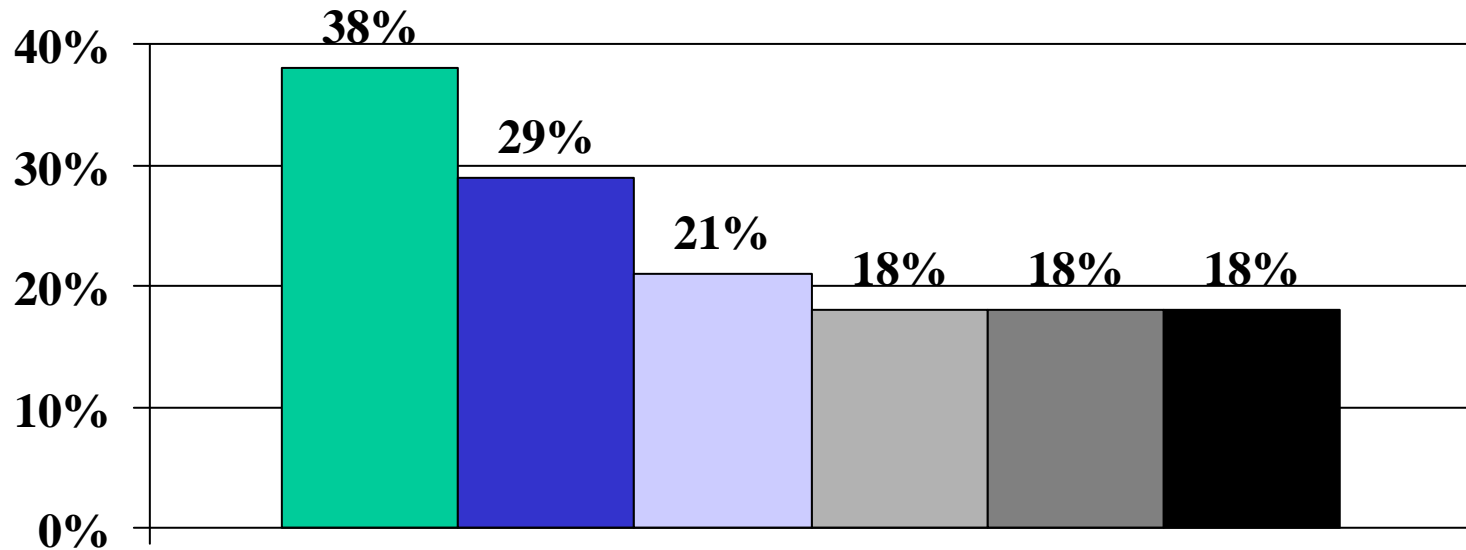
- 41% (or 34 businesses) have Expansion Plans...
 - \$12,650,000 in projected capital spending over next 3 years
 - 26% cite Riverfront Development and a Recreation Facility as important to the growth/expansion of their business

What assistance would be helpful with your expansion?

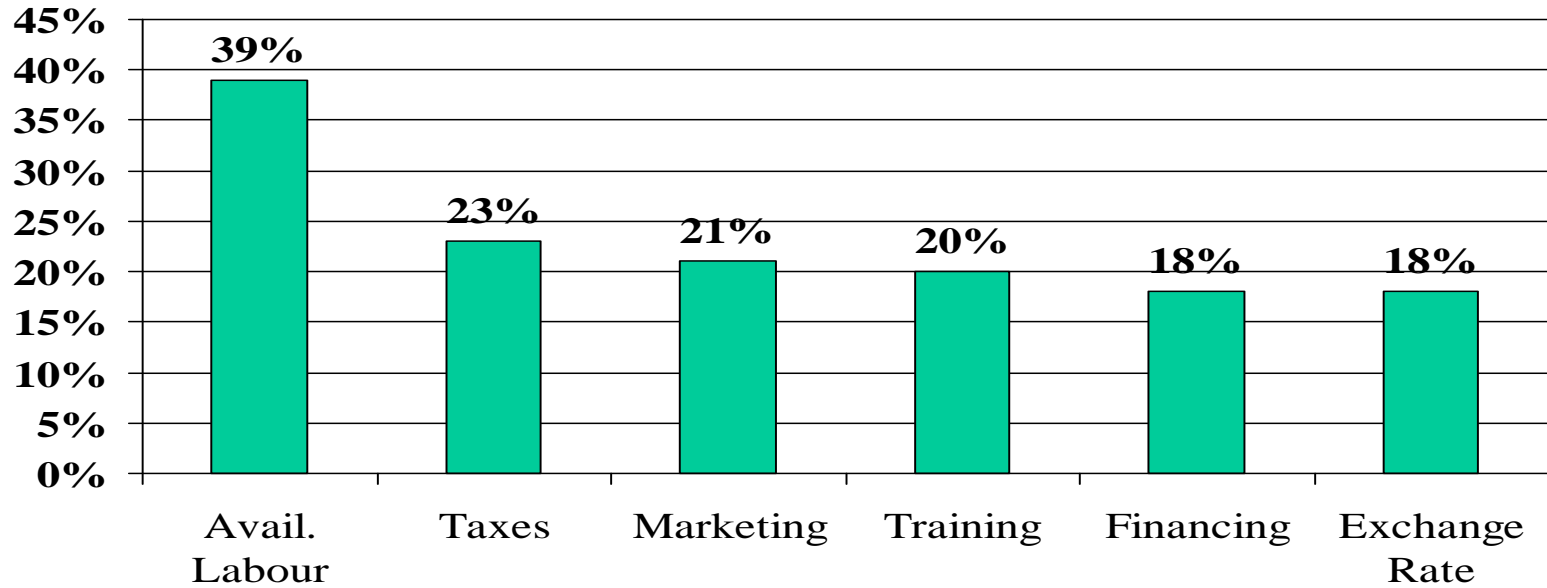


Expansion Challenges

Expansion Challenges facing those Expanding



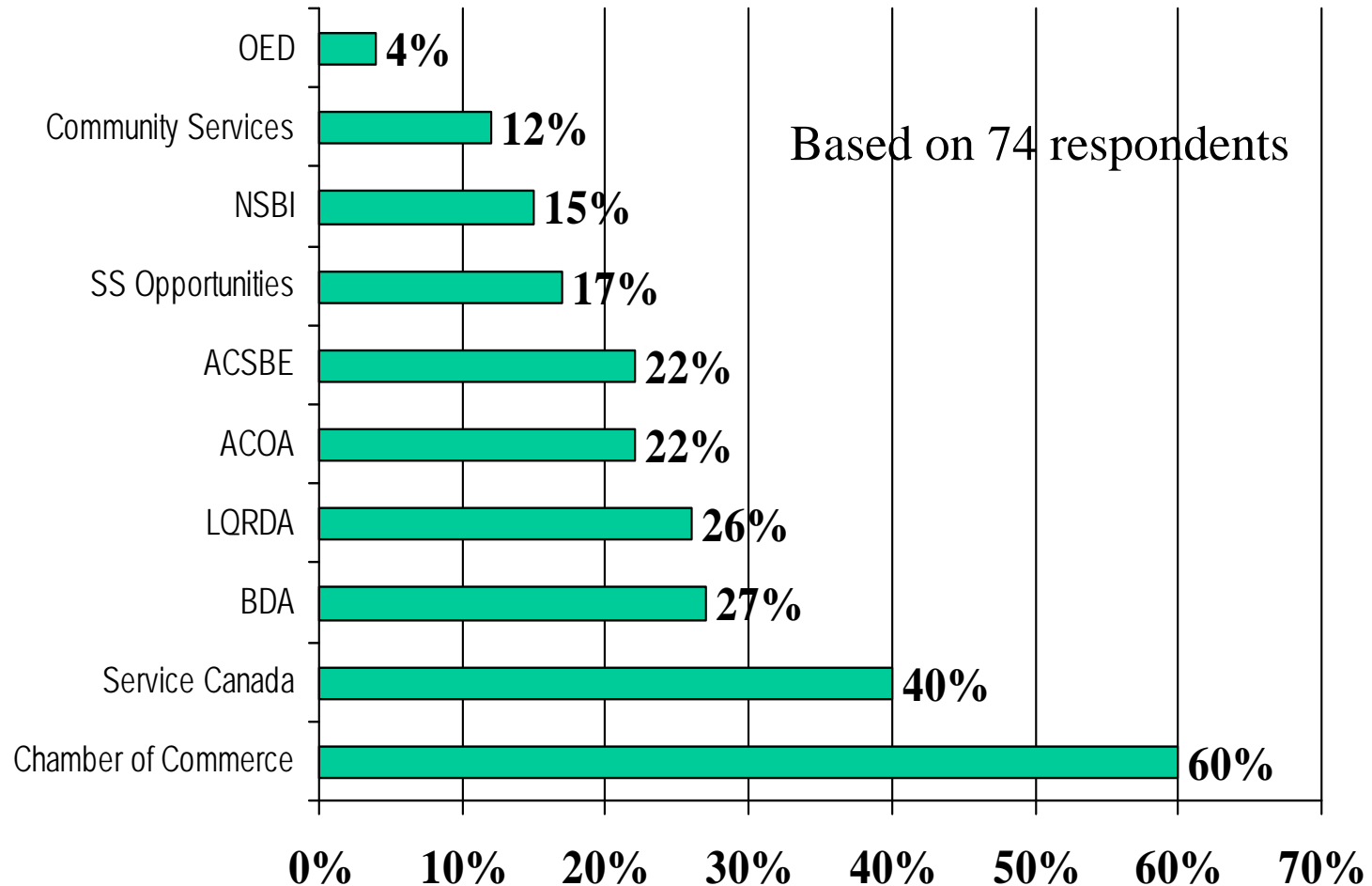
Challenges in past 2 Years



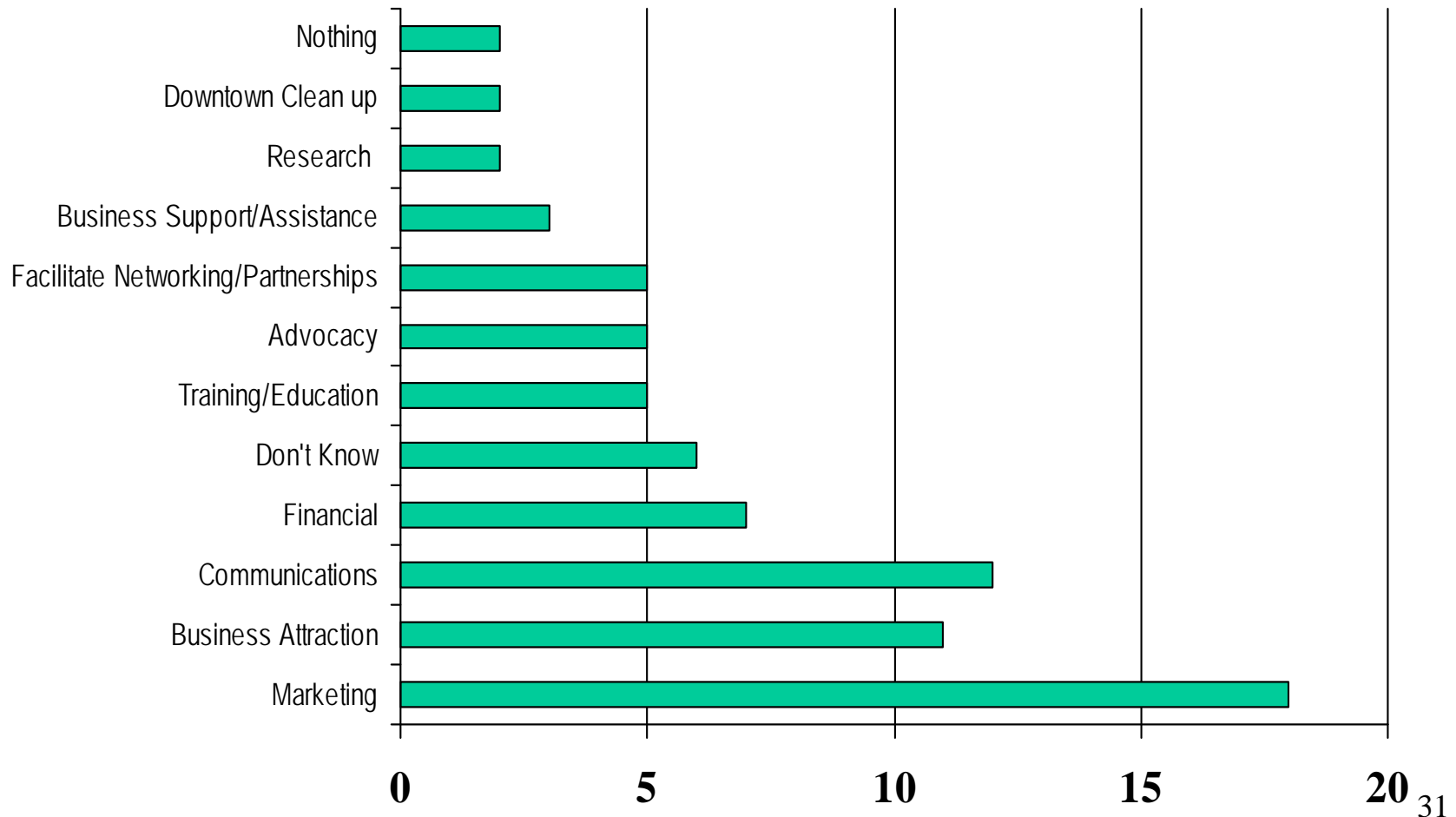
Top 3 challenges cited for the next 2 years...

Financing 20% Training 17% Regulatory 11%

Which Business Associations or Economic Development Offices have you dealt with?

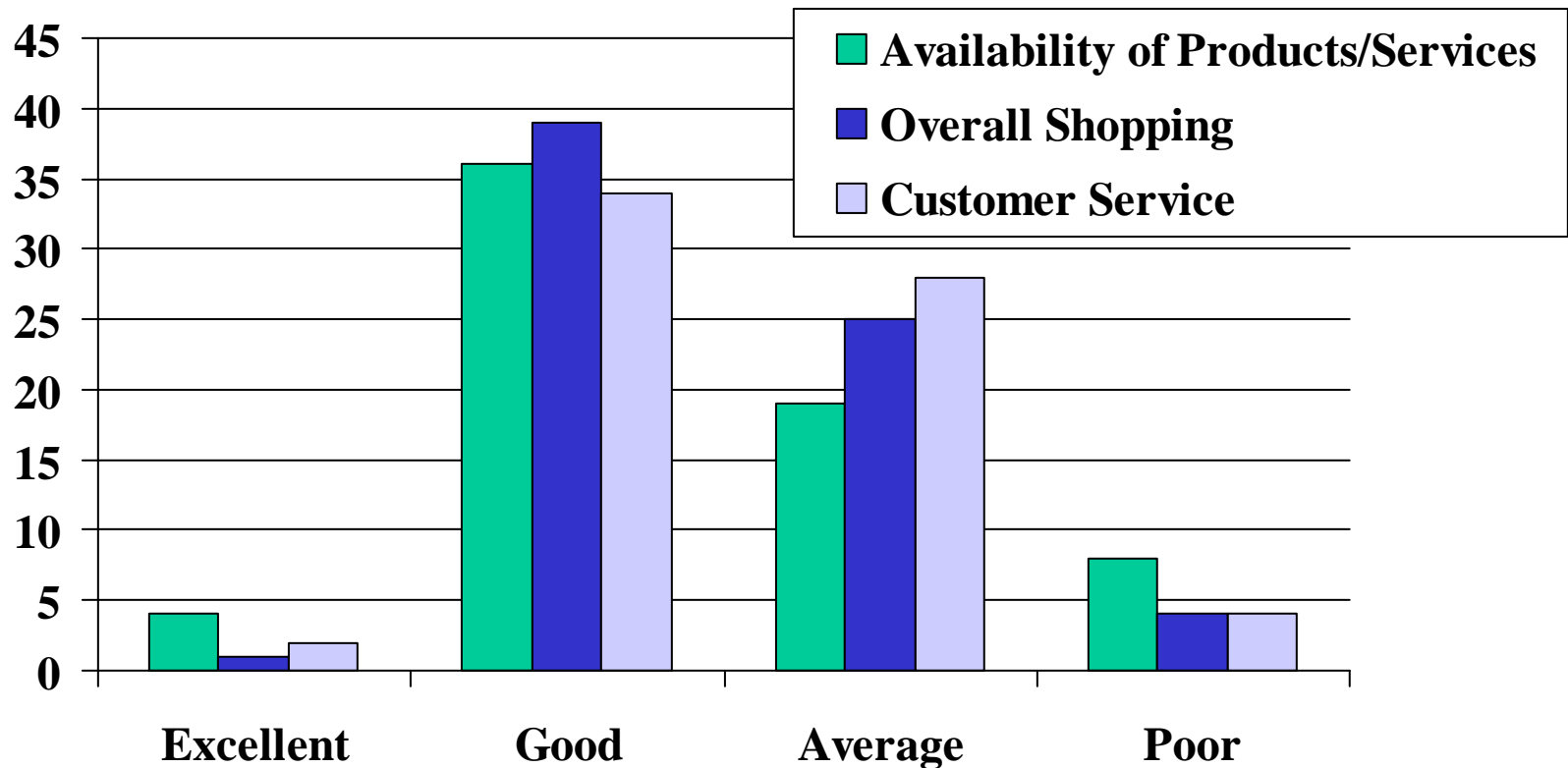


What do you think Business Associations or economic development offices should be doing to help ?



98% of the Businesses
interviewed said that the
appearance of the community
affects operation of
retail businesses!

How would you rate your shopping area?



How well are we doing in our shopping area?

Excellent/Good

Top 3 areas

- Merchandise Quality
- Public Security
- Customer Service

Average

Top 3 areas

- Exterior appearance
- Display Presentation
- Business Mix

Poor

Top 3 areas

- Washrooms
- Traffic Flow
- Uniform Hours

Which Business Offers the Best Service



Gow's Home Hardware

ranked the highest, far ahead of other businesses named.

Other Businesses Receiving Mention for Best Service

- ✓ Rofihe's Men's Wear
- ✓ Pizza Delight
- ✓ O'Regan's South Shore Toyota
- ✓ Mark's Work Warehouse
- ✓ Gow's Furniture, Appliances & Electronics
- ✓ River Pub
- ✓ Intelligent Choice Computers.

BIG IDEA for area?

