



Whitehorse Chamber of Commerce - Business Retention & Expansion

Business Survey 2012

101-302 Steele St Whitehorse, YT Y1A 2C5 **T** 867-667-7545

Coordinator@whitehorsechamber.ca

Alyssa Beckett



Business Retention & Expansion

BR&E Survey Initiative

Thank you for agreeing to participate in this business retention and expansion visitation initiative. Your participation is a positive step in the identification of issues related to the manufacturing and exporting industry and the development of actions to respond to business needs, concerns and opportunities. This process will cover a variety of topics related to your business operations.

Background

Studies have shown that existing firms are an important source of future economic growth. This business visitation program is seen to be one means of proactively supporting and helping existing businesses and thereby fostering the improvement of the local economy.

- I. This program is sponsored by the Yukon Government - Department of Economic Development,
- II. Business, government and other sectors from within the territory have agreed to work on this project in an attempt to assist local businesses and to strengthen the territory's private sector.
- III. The project is a cooperative effort involving volunteers drawn from local businesses, government agencies, and economic development organizations.
- IV. Copies of the summary results of this process will be provided to all participating firms.
- V. Confidentiality - The Volunteer Visitors commit to the principle of confidentiality. Your responses will be summarized with those of others in the form of totals, percentages and averages. The completed surveys, without identifiers, will be forwarded for analysis to the Yukon Government - Department of Economic Development

Objectives

The objectives of the initiative are:

1. To identify the needs, concerns and opportunities of existing businesses, in order that, where appropriate, action can be taken to respond to the business needs or development opportunities.
2. To learn of the future plans of the territory's small and medium businesses with respect to expansion, relocation and/or retention and assess needs of the industry.
3. To demonstrate the Chamber's pro-business attitude and to develop an effective means of communication with local businesses.

Acknowledgments

Representatives from the business community, staff from government departments, YTG Economic Development Branch and Whitehorse Chamber of Commerce

If you have any questions, or concerns relating to the Business Retention & Expansion Program or this survey please contact the Business Coordinator Alyssa Beckett with the information provided below.

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Alyssa Beckett



Business Information

PERSON : _____

POSITION: _____

FIRM: _____

ADDRESS: _____

CITY/TOWN: _____

POSTAL CODE: _____

TELEPHONE NUMBER: _____

FAX NUMBER: _____

EMAIL ADDRESS: _____

URL: _____

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General Questions

1. Which of the following organizational forms apply to your business? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Branch Sales Office |
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Co-operative |
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Franchise |
| <input type="checkbox"/> Non-Profit Organization | <input type="checkbox"/> Other: _____ |

2. How long has your business been in operation? _____Years

3. Are there any limitations to your current location(s) in the territory?

- YES NO

If yes please indicate below which of the following are limitations to the building or business location. Please rank the following facts in order of importance.

Using 1 as the most important factor to your business.

- | | |
|--|--|
| <input type="checkbox"/> Too Small | <input type="checkbox"/> Too large |
| <input type="checkbox"/> Plant/Building Layout | <input type="checkbox"/> Age/State of the building |
| <input type="checkbox"/> Inconvenience for customers | <input type="checkbox"/> Inconvenience for employees |
| <input type="checkbox"/> Inadequate services & amenities | <input type="checkbox"/> Inadequate utilities |
| <input type="checkbox"/> Bylaws/ Regulations | <input type="checkbox"/> Lack of support from Municipality |
| <input type="checkbox"/> High property taxes | <input type="checkbox"/> Distance from transportation routes |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Other: _____ |

Business Markets

1. Please indicate the approximate percentage of your company's total sales in each of the following markets. Please specify the specific market if outside the Yukon. (i.e. Northern B.C., Washington, Mexico, etc.)

MARKETS	PERCENTAGE
Within the territory	_____ %
Within the other territories (NWT, Nunavut)	_____ %
Within Alaska	_____ %
Within the rest of Canada	_____ %
Within the U.S.	_____ %
Other Countries	_____ %
TOTAL	100%

2. Please rate the extent in which you consider the following factors to have been an obstacle to your company exporting its' products.

Use a scale of 1 to 5. **1 indicates 'not an obstacle at all' and 5 indicates 'A Major Obstacle'**

Access to Financing	1	2	3	4	5	N/A
Access to Information on foreign markets	1	2	3	4	5	N/A
Accounts Receivable	1	2	3	4	5	N/A
Time Management	1	2	3	4	5	N/A
Securing Human Resources with export skills	1	2	3	4	5	N/A
Tightness of product margins	1	2	3	4	5	N/A
Ability to service market from a distance	1	2	3	4	5	N/A
Ability to distinguish your product in the market	1	2	3	4	5	N/A
Travel Cost	1	2	3	4	5	N/A
Availability of distributors	1	2	3	4	5	N/A
Regulations/Standards	1	2	3	4	5	N/A
Shipping Cost (outside)	1	2	3	4	5	N/A
Shipping Time	1	2	3	4	5	N/A
Culture/Language Barriers	1	2	3	4	5	N/A
Availability of Partners	1	2	3	4	5	N/A

3. If you do not sell your product outside the territory, please indicate whether or not the following explains why your firm has not yet had the opportunity to export outside.

Please rank each item in which you answer YES in order of importance. 1 being the most important.

				RANK IMPORTANCE
Local Market provides sufficient business	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Access to Financing	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Nature of business	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Time Management	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Securing Human Resources with export skills	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Tightness of product margins	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Ability to service market from a distance	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Ability to distinguish your product in the market	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Still learning and developing	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Unaware of possibilities	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Business not large enough	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Access to information	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Transportation Cost	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Insufficient Staff	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Inappropriate training of staff	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Competitive Market	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#
Other: _____	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A	#

4. Is your business involved in any formal national and/or international business relationships?

YES NO

If yes please indicate the manner in which these relationship were established and the purpose of these relations.

Human Resources

1. Which of the following do you use to recruit new employees? If more than one, please rank the most used source to the least used. 1 being the most used.

#	<input type="checkbox"/> Yukon Nominee Program	#	<input type="checkbox"/> Internet	#	<input type="checkbox"/> Employment Agency
#	<input type="checkbox"/> YuWIN	#	<input type="checkbox"/> Newspaper Advertisement	#	<input type="checkbox"/> Networks (colleagues, family, friends)
#	<input type="checkbox"/> National Job Bank	#	<input type="checkbox"/> Career Fairs	#	<input type="checkbox"/> Other: _____

2. Where are you recruiting your employees from? If outside form the territory please specific the exact country, province and/or state.

- Within the Territory
 Outside Canada and the U.S. (specify)
- Within Canada: (Specify)
 Alaska
- Within the United States (Specify)
 Specification: _____

3. Please rate the degree of difficulty your company experiences recruiting employees.

1 indicating not difficult at all and 5 being the most difficult.

1 2 3 4 5

4. Which type of employees does your company have difficulty recruiting? Check all that apply. Rank the selected in order of most difficulty. **Most difficult being #1**

#	<input type="checkbox"/> Skilled Labour	#	<input type="checkbox"/> Technical
#	<input type="checkbox"/> Unskilled Labour	#	<input type="checkbox"/> Management
#	<input type="checkbox"/> Clerical	#	<input type="checkbox"/> Other: _____

5. Please rate the following 'soft' skills of your current employees to your business in terms of: level of importance and satisfaction with competency. **1 indicating a low score and 5 being the highest score.**

Soft' Skills	Level of Importance					Satisfaction Level					
Problem Solving	1	2	3	4	5	1	2	3	4	5	NA
Communication	1	2	3	4	5	1	2	3	4	5	NA
Interpersonal	1	2	3	4	5	1	2	3	4	5	NA
Entrepreneurial	1	2	3	4	5	1	2	3	4	5	NA

Leadership	1	2	3	4	5	1	2	3	4	5	NA
Literacy	1	2	3	4	5	1	2	3	4	5	NA
Computer	1	2	3	4	5	1	2	3	4	5	NA
Supervisory	1	2	3	4	5	1	2	3	4	5	NA
Understanding Customer needs	1	2	3	4	5	1	2	3	4	5	NA

Growing Industry

1. What do you predict your industry will do over the next three years?

- Shrink Significantly Shrink Stay the Same
 Grow Grow Significantly Do not know

2. Explain in your own words, the current state of your industry and where it is heading.

3. What do you predict your business will do over the next three years?

- Shrink Significantly Shrink Stay the Same
 Grow Grow Significantly Do not know

4. If you are expanding, what difficulties do you see arising with the expansion plans? For the factors that do apply please rank with **1 being the biggest obstacle.**

#	<input type="checkbox"/> Financing	#	<input type="checkbox"/> Bylaws	#	<input type="checkbox"/> Labour availability
#	<input type="checkbox"/> Land/Building availability	#	<input type="checkbox"/> Utilities/Infrastructure	#	<input type="checkbox"/> Finding Partners
#	<input type="checkbox"/> Marketing	#	<input type="checkbox"/> Exporting/Importing	#	<input type="checkbox"/> Other: _____

5. Please rate the following factors in terms of growing business operations in this territory.

Use a scale of 1 to 5. **1 indicates 'Major Disadvantage' and 5 indicates 'A Major Advantage'**

OPERATIONS						
Facility space	1	2	3	4	5	N/A
Facility cost	1	2	3	4	5	N/A
Availability of air travel	1	2	3	4	5	N/A
Transportation cost	1	2	3	4	5	N/A
Transportation Selection	1	2	3	4	5	N/A
Access to inputs you require	1	2	3	4	5	N/A
Access to research and development	1	2	3	4	5	N/A
Access to capital	1	2	3	4	5	N/A

Use a scale of 1 to 5. 1 indicates 'Major Disadvantage' and 5 indicates 'A Major Advantage'						
MARKETING						
Access to markets	1	2	3	4	5	N/A
Size of local markets	1	2	3	4	5	N/A
HUMAN RESOURCES						
Skilled labour availability	1	2	3	4	5	N/A
Labour cost	1	2	3	4	5	N/A
Quality of life for employees	1	2	3	4	5	N/A
Access to training	1	2	3	4	5	N/A
Housing for Labour	1	2	3	4	5	N/A
GENERAL BUSINESS						
Land availability	1	2	3	4	5	N/A
Land cost	1	2	3	4	5	N/A
Utilities	1	2	3	4	5	N/A
Support from local businesses	1	2	3	4	5	N/A
Telecommunication capacity	1	2	3	4	5	N/A
Support from residents	1	2	3	4	5	N/A
GOVERNMENT RELATIONS						
Support from Government (Federal/Municipal)	1	2	3	4	5	N/A
Bylaws	1	2	3	4	5	N/A
Taxes	1	2	3	4	5	N/A
Local permit process	1	2	3	4	5	N/A
Other: _____	1	2	3	4	5	N/A

6. Please indicate your level of satisfaction with the role being played by each level of government, as it relates to conducting business (manufacturing, growing, exporting, etc.) in the Yukon.

1 indicating not satisfied and 5 being extremely satisfied.

FEDERAL	1	2	3	4	5
TERRITORIAL	1	2	3	4	5
MUNICIPAL	1	2	3	4	5
FIRST NATION	1	2	3	4	5

7. What are the good things about doing business in the Yukon?

8. What are the hindrances of doing business in the Yukon?

9. What suggestions do you have for ways in which the government and/or the business community could help support business growing in the Yukon? Please Specify which level of government/ business organization you have suggestions for.

10. To what extent has your attitude towards doing business in this territory changed during the past two years?

- Become more positive
- Become more negative

Explain:

11. Do you plan on retiring within the next five (5) years?

- YES NO

If yes do you have a succession plan for you business? Explain.

END OF SURVEY

THANK YOU FOR YOUR TIME