

Neepawa and Area Business Survey

February 2016

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Executive Summary

The 2016 Business Survey received more than a 50% increase in responses over last year.

The overall response indicates a positive business environment in Neepawa with stabilized hiring and business planning.

There is an indication of expanding primary markets into the Westman area.

Human Resources (hiring, training, employee retention) and Operations (inventory/operation costs, growth) were the top two identified business issues. These were the top two issues in 2015.

Business Planning and Succession Planning are the primary training needs for local business.

57% of respondents said the Chamber should be hosting a forum before Municipal elections.

Results

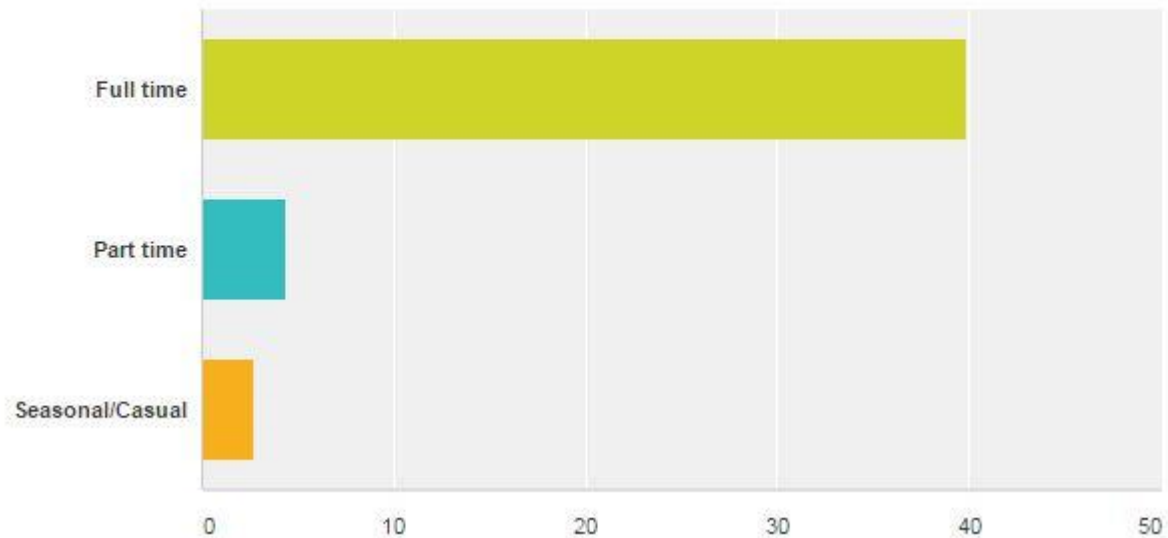
- 44 responses
- 46% response rate if viewed against the Chamber email list
- More than 50% increase in responses over last year
- Follow up is key

- Years in business – 3 months to 100+ years

How many employees do you have?

How many employees do you have?

Answered: 42 Skipped: 2

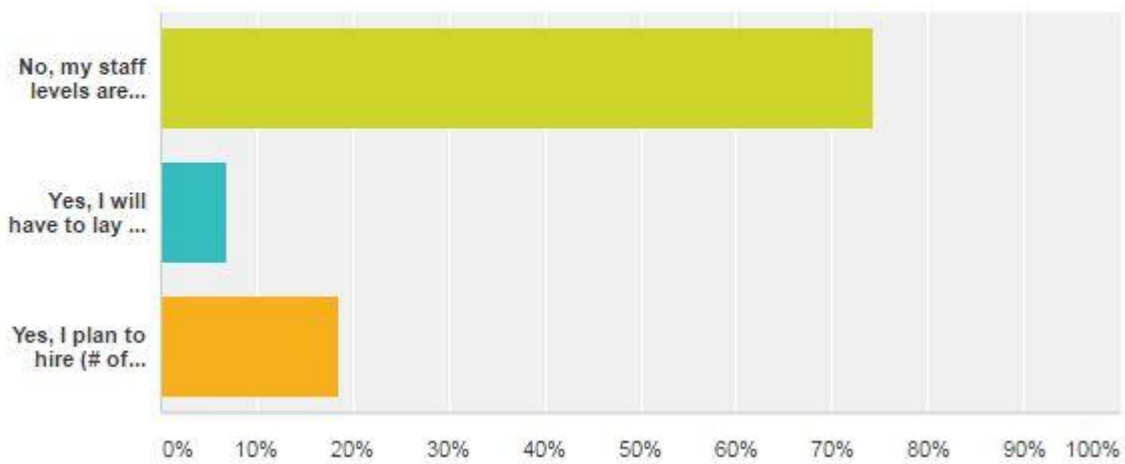


- 1 - 1250
- Average 40
- 0 - 73
- Average 4
- 0 - 20
- Average 3

Hiring plans

Do you foresee that number changing in the next 12 months?

Answered: 43 Skipped: 1

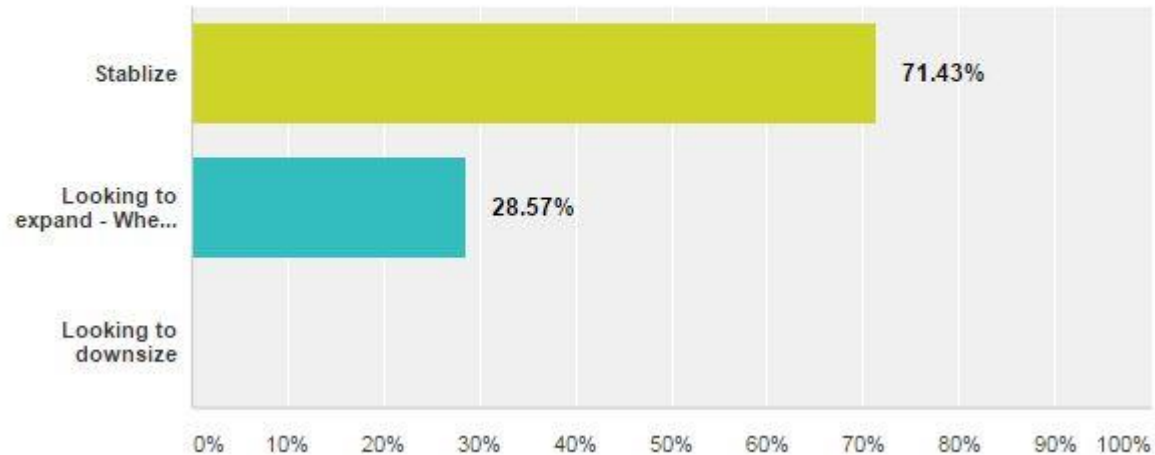


These percentages are consistent with 2015

3 year business plans

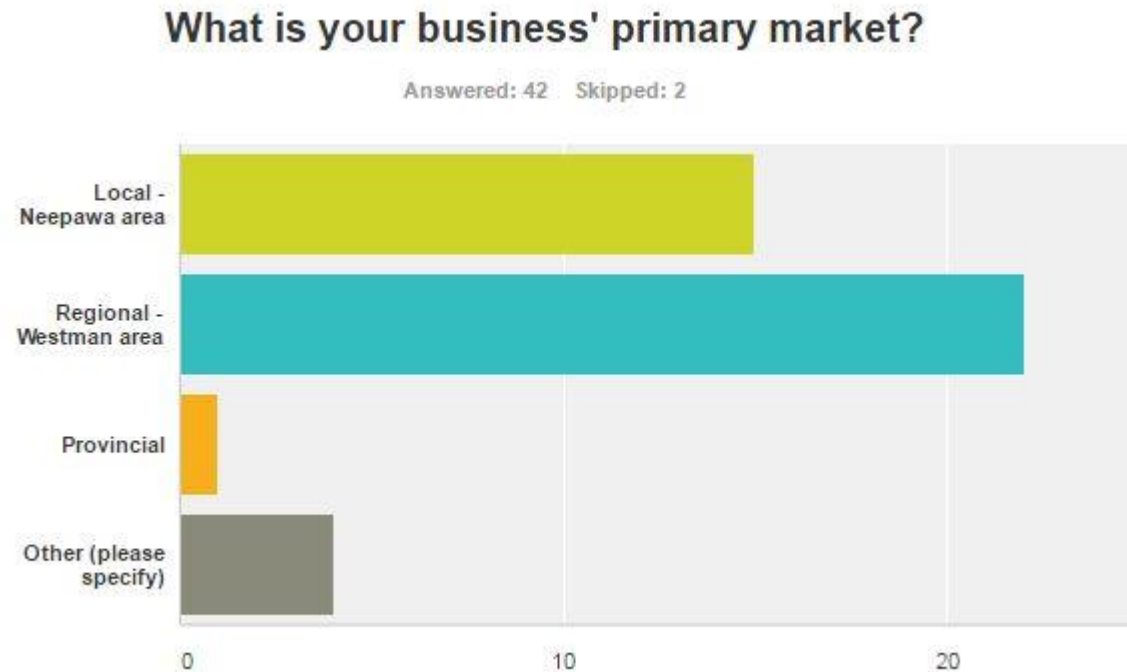
What would you say best relates to your business plans over the next three years?

Answered: 42 Skipped: 2



In 2015, 24% of businesses were stabilizing and 29% were looking to expand. 48% were looking to downsize.

Primary market area



Other responses:

Canada, US, Overseas

3/11/2016 11:38 AM [View respondent's answers](#)

north america

3/10/2016 4:47 PM [View respondent's answers](#)

asia

2/25/2016 5:15 PM [View respondent's answers](#)

The larger trade area of Neepawa, it's not just local and it's not Westman either.

2/18/2016 5:44 PM [View respondent's answers](#)

In 2015, local market was the highest response.

#1 business issue

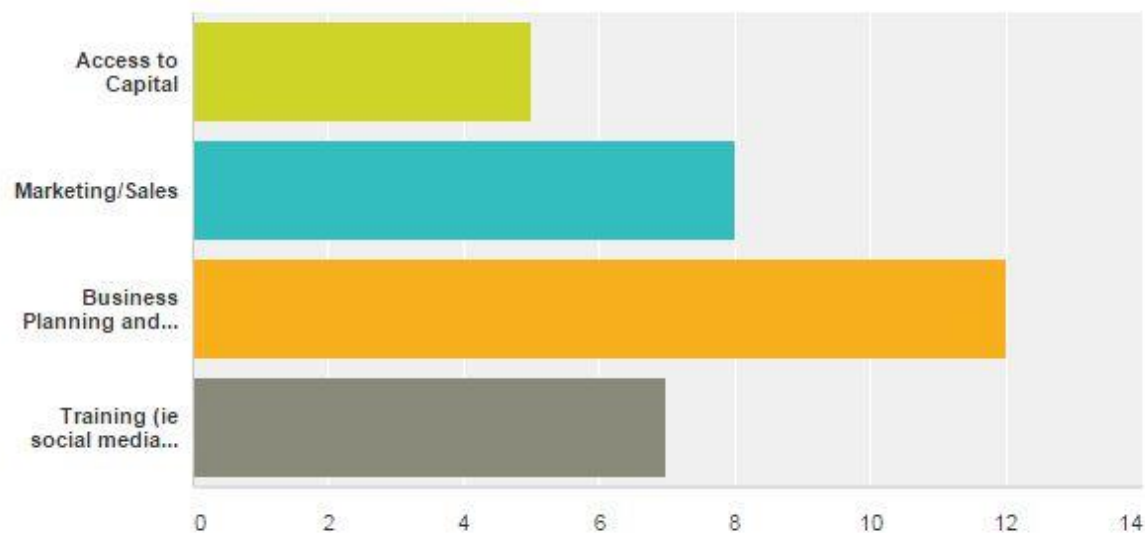
1. Human Resources (9 responses) – hiring/training/retention
2. Operations (8) – inventory/operational costs; growth
3. Community Challenges (7) – growth, shopping elsewhere
4. Economy (5) – Canadian dollar, insecure economy
5. Government (3) – taxes, regulations

In 2015, Operations and HR were 1 and 2.

Training needs

Do you need help in any of the following areas:

Answered: 18 Skipped: 26

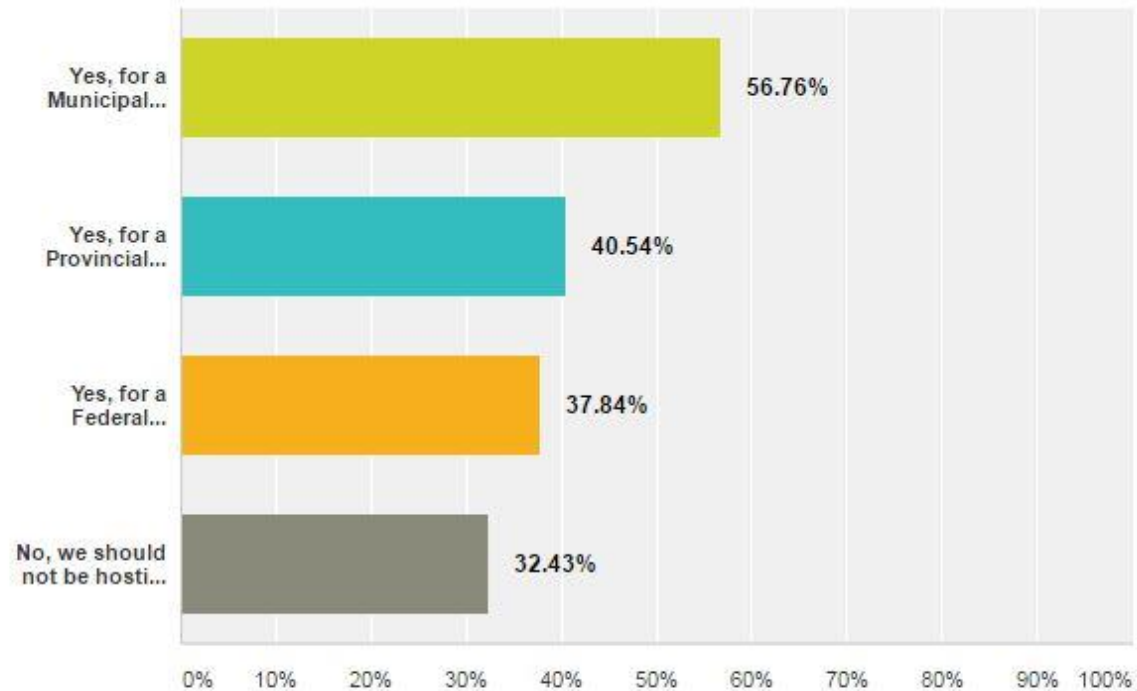


In 2016, business planning and succession planning are identified as important topics. This is followed by marketing and sales which was the most important in 2015.

Hosting a political forum

Do you believe that the Chamber should host a local political forum before an election? Please select all that apply.

Answered: 37 Skipped: 7



Action items

4 businesses said they would host a Business After 5.
17 said they would like more information.

Identify opportunities from listed training needs.