

Ocean Grove Business Expansion And Retention (B.E.A.R.) Program Business Questionnaire

Business Reference Number: _____

Date of Interview: _____

Question 1

Is all information on the cover sheet complete and correct?

- Yes No (if no, make the necessary corrections)

Question 2

Which of the following **categories** best describes your business activities? (Please tick all relevant responses)

- | | |
|---|--|
| <input type="checkbox"/> Agriculture, forestry, fishing, hunting
<input checked="" type="checkbox"/> Manufacturing
<input type="checkbox"/> Finance, property, business services
<input type="checkbox"/> Building and construction
<input type="checkbox"/> Accommodation and food services
<input type="checkbox"/> Arts and recreation services | <input type="checkbox"/> Information and communications
<input type="checkbox"/> Healthcare and community services
<input checked="" type="checkbox"/> Wholesale
<input checked="" type="checkbox"/> Retail
<input type="checkbox"/> Transport and storage
<input type="checkbox"/> Other |
|---|--|

Question 3

Describe the **main activities** of your business.

*Manufacturing candles and selling them on both a
wholesale and retail basis. We have our own retail
store*

Question 4

What are the **major products or services** offered by your business and what percentage of your sales comes from each area? (just a guesstimate)

	Major Product or Service	Percentage Sales	Current Market (local, regional, state, etc.)
a.	<i>Candles</i>	<i>100%</i>	<i>local (20%)</i>
b.			<i>regional (80%)</i>
c.			
d.			
e.			

Question 5

How long has your business been operating in this community?

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- Longer than 10 years

Question 6

What is special or unique about your products or services?

(B.E.A.R. Visitor, please take detailed notes here)

High quality candles, melts slower, scent lasts longer

Question 7

How many people do you employ throughout the year (including Directors and Partners)?

	Male	Female	Total
Full time	4	7	11
Part time	6	0	6
Casual/contractor	0	0	0
Total	10	7	17

Seasonally, how many additional people do you employ? _____

Question 8

How did you recruit your last staff member? (Please tick all relevant responses)

- Word of mouth
- Advertisement in local newspaper (*The Voice, Ocean Grove Echo, Bellarine Times, etc*)
- Advertisement in Geelong regional newspaper (*Geelong Advertiser, Geelong Independent*)
- Advertisement in state or national newspaper
- Employment agency
- Other (please specify) _____

Question 9

Over the next two years, do you expect any change in the number of people you employ? (Please tick one box only)

- Increase employees
- No change
- Decrease employees

Can you explain your choice in more detail?

hope to substantially increase wholesale business

Question 10

What skills and training do you consider valuable for your current and future staff? (Please tick all relevant responses)

- | | |
|--|--|
| <input type="checkbox"/> Business management skills | <input type="checkbox"/> Research skills |
| <input type="checkbox"/> Business administration skills | <input checked="" type="checkbox"/> Design/graphic skills |
| <input type="checkbox"/> Strategic skills | <input checked="" type="checkbox"/> Marketing skills |
| <input type="checkbox"/> Finance management skills | <input type="checkbox"/> Customer service skills |
| <input checked="" type="checkbox"/> Interpersonal skills | <input type="checkbox"/> Retail skills (merchandising, etc.) |
| <input type="checkbox"/> Negotiation skills | <input type="checkbox"/> Leadership skills |
| <input type="checkbox"/> Public relations skills | <input type="checkbox"/> Occupational health & safety |
| <input type="checkbox"/> Data entry skills | <input type="checkbox"/> Hospitality skills |
| <input type="checkbox"/> Engineering skills | |

Technical skills (please specify) Semi-skilled labor

Trade skills (please specify) _____

Other (please specify) _____

Question 11

If you were to take on new staff in the future, what occupations would you be looking for? (Please tick all relevant responses)

- | | |
|---|---|
| <input type="checkbox"/> Manager or administrator | <input type="checkbox"/> Plant/machine operator or driver |
| <input type="checkbox"/> Office administration | <input type="checkbox"/> Labourer or farm hand |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Waiter or waitress |
| <input type="checkbox"/> Technicians | <input type="checkbox"/> Apprentice or trainee |
| <input checked="" type="checkbox"/> Trades person | <input checked="" type="checkbox"/> Sales person |
| <input type="checkbox"/> Other (please specify) | _____ |

Question 12

Are there any occupational skills you find difficult to find in the community when looking for staff?

- Yes No

If yes, please indicate which:

Semi-skilled laborers - both in terms of work ethic and ability to
comprehend the requirements of the position

Question 13

What do you perceive as being the **main advantages** of running a business in our community?

(Please tick up to five (5) advantages)

- | | |
|--|--|
| <input type="checkbox"/> Local customer loyalty | <input type="checkbox"/> Good car parking |
| <input type="checkbox"/> Quality & supply of local labour | <input checked="" type="checkbox"/> Low crime rates |
| <input type="checkbox"/> Housing available for employees | <input type="checkbox"/> Quality of educational and training services |
| <input type="checkbox"/> Positive image of the community | <input type="checkbox"/> Quality of lifestyle |
| <input checked="" type="checkbox"/> Communication networks | <input checked="" type="checkbox"/> Quality life of this community |
| <input checked="" type="checkbox"/> Reliable support businesses and other local services | <input type="checkbox"/> Quality of the environment |
| <input type="checkbox"/> Reliable transport and freight services | <input type="checkbox"/> Activities of the local/regional business and/or tourism associations |
| <input type="checkbox"/> Proximity to key industries | <input type="checkbox"/> Support from local government |
| <input type="checkbox"/> Proximity to Geelong | <input type="checkbox"/> Business to business support |
| <input type="checkbox"/> Proximity to Melbourne | |
| <input type="checkbox"/> Tourism trade | |
| <input type="checkbox"/> Other (please specify) | |

Question 14

What do you perceive as the **main disadvantages** of operating a business in our community?

(Please tick up to five (5) disadvantages)

- | | |
|--|---|
| <input type="checkbox"/> Time/distance from other markets | <input checked="" type="checkbox"/> Lack of local support and loyalty |
| <input type="checkbox"/> Time/distance from suppliers | <input type="checkbox"/> Lack of support business to business |
| <input type="checkbox"/> Transport costs | <input type="checkbox"/> Lack of support from local associations |
| <input type="checkbox"/> Negative image of the community | <input type="checkbox"/> Lack of support by Council |
| <input type="checkbox"/> Quality of infrastructure | <input type="checkbox"/> Small size of local market |
| <input type="checkbox"/> High crime rate | <input type="checkbox"/> Tourism trade |
| <input checked="" type="checkbox"/> Shortage of skilled labour | <input type="checkbox"/> Planning restrictions |
| <input type="checkbox"/> Poor road networks | <input type="checkbox"/> Poor car parking |
| <input type="checkbox"/> Poor public transport | <input type="checkbox"/> Communication costs |
| <input type="checkbox"/> Poor service from other local businesses (to customers) | <input type="checkbox"/> Empty business premises |
| <input type="checkbox"/> Poor service from other local businesses (to you) | <input type="checkbox"/> High rental costs |
| <input checked="" type="checkbox"/> Other (please specify) | |

Local customers not loyal to our product

Question 15

How would you rate the outlook for your business over the next 12 months?

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Very good | <input type="checkbox"/> Poor |
| <input checked="" type="checkbox"/> Good | <input type="checkbox"/> Very poor |
| <input type="checkbox"/> Fair | <input type="checkbox"/> Don't know |

Can you explain your choice in more detail?

Good with respect to wholesale sales
Not very good with respect to retail sales
Labor is becoming a key concern

Question 16

What are the **major barriers** to expanding your business? (Please tick up to four (4) reasons)

- | | |
|---|---|
| <input type="checkbox"/> Availability of finance | <input type="checkbox"/> Lack of suitable space |
| <input checked="" type="checkbox"/> Limited product range | <input type="checkbox"/> Too much competition |
| <input type="checkbox"/> Market share is too small | <input checked="" type="checkbox"/> Not enough customers |
| <input type="checkbox"/> Franchise restrictions | <input type="checkbox"/> Federal government attitudes/practices |
| <input checked="" type="checkbox"/> Lack of skilled employees | <input type="checkbox"/> State government attitudes/practices |
| <input type="checkbox"/> Achieving recognized quality standards | <input type="checkbox"/> Local government attitudes/practices |
| <input type="checkbox"/> Uncertainty of customer loyalty | <input type="checkbox"/> I don't want to expand |
| <input type="checkbox"/> Commodity prices | <input type="checkbox"/> My current skill level |
| <input type="checkbox"/> Small size of local market | |
| <input type="checkbox"/> Other (please specify) _____ | |

Question 17

Do you expect the sales for your products/services to increase, stay the same or decrease over the next 3 years? (Please tick one box only)

- Increase Stay the same Decrease

Can you explain your choice in more detail?

Hope that wholesale sales will increase to the point that
diminishing retail sales won't be missed

Question 18

Who do you consider to be your **main competitors**? (Please tick all relevant responses)

- Local Ocean Grove businesses
- Bellarine businesses
- Businesses in Geelong
- Businesses in Melbourne
- Online businesses
- Other (please specify)

Big box stores, cheap gift shops

Question 19

Would you say that your competitors are:

- Losing ground to you?
- Of no impact either way?
- Making significant inroads on your market share?
- A future threat?

Can you explain your choice in more detail?

Remain as described above. Also, other candle manufacturers are purchasing inferior products from overseas at cheaper prices

Question 20

What do you consider to be useful in helping your business improve its performance over the next 12 months? (Please tick all relevant responses)

- | | |
|--|---|
| <input type="checkbox"/> Improved management skills | <input type="checkbox"/> Better industry information |
| <input checked="" type="checkbox"/> Improved staff skills | <input type="checkbox"/> New products |
| <input type="checkbox"/> More staff | <input checked="" type="checkbox"/> Greater community support |
| <input type="checkbox"/> Better access to information on incentive schemes for staff | <input type="checkbox"/> Reduced staff |
| <input type="checkbox"/> New machinery/equipment | <input type="checkbox"/> Improved business networking |
| <input type="checkbox"/> Improved labour relations | <input type="checkbox"/> Improved technology |
| <input type="checkbox"/> Other (please specify) | |

Question 21

How would your customers rate your **business service**?

- Just OK Average Good Very Good Excellent

Question 22

How would your customers rate your **range of products and services**?

- Just OK Average Good Very Good Excellent *for the candle market*

Question 23

Are there any products or services which you have considered providing or manufacturing locally, but did not proceed with the idea?

Yes No *N/A*

If yes, which products or services, and what were your reasons for not proceeding?

We manufacture our product locally

Question 24

Are there any products or services which you find difficult to obtain locally?

Yes No

If yes, which ones?

Question 25

Are there any industries/businesses/services which you think could be successfully located in this area?

Almost any type of small manufacturing business could locate here if we had a better educated workforce with a good work ethic. This ranges from our manufacturing labourers to our sales staff.

Question 26

Please list the main products or services your business purchases from outside the local community and indicate why by placing a tick in the appropriate column(s).

Service or Product	Buying Policy	Price	Quality	Availability	Delivery Time	After Care Service	Unaware of Local Provider	Other (please specify)

Question 27

Have you considered: (Please tick all relevant responses)

- Moving your business out of the community?
- Selling your business?
- Closing your business?

If yes to any of the above, are you willing to explain in more detail?

Depends on labor training & ethics

Question 28

Do you have plans to change, modernise or expand your operation?

- Expand
- Modernise facilities
- Add product line
- Change production technology
- Change mix of goods/services
- Add services
- No change

Are you willing to share your reasons for any of the above?

We are planning on expanding in the community, but the next couple of years will determine our future activities

Question 29

If changes are planned, are you willing to describe what is planned, and when work will begin?

Planned expansion to begin in 2 years if we stay here

Question 30

Would you like additional information about the following subjects? (Please tick all relevant responses)

- | | |
|---|---|
| <input type="checkbox"/> Business planning | <input type="checkbox"/> R&D grants |
| <input type="checkbox"/> Taxation | <input type="checkbox"/> Business funding programs |
| <input type="checkbox"/> Council by laws | <input type="checkbox"/> Local training opportunities |
| <input type="checkbox"/> Merchandising | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Exporting | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Business management | <input type="checkbox"/> Health and well being |
| <input type="checkbox"/> Marketing strategies | <input type="checkbox"/> Occupational health & safety |
| <input type="checkbox"/> Other (please specify) _____ | |

What avenue is most helpful to receive this information? (Please tick all relevant responses)

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> By post | <input type="checkbox"/> Workshops |
| <input type="checkbox"/> By email | <input type="checkbox"/> Individual consultation |

Question 31

Is your business experiencing any problems with any section or department of local, state or Commonwealth government?

- Yes No

If yes, can you explain in more detail?

Hard to find someone or some agency that can help to train workers

Question 32

Does your business have:

- A smartphone
- Internet access
- A business email address
- A website
- A domain name
- Online shopping facilities
- A Facebook page
- Other social media (please specify) _____

If your business has a website:

Approximately what percentage of sales comes through it?

Is your website optimised for viewing from mobile phones?

- Yes No

*50% of wholesale sales
10% of retail sales*

Question 33

Is your business adversely affected by problems with Internet access and/or reliability?

Yes

No

If yes, can you explain in more detail?

Question 34

What does the Ocean Grove Business Association currently do for your business?

Provides/sponsors shop-at-home campaigns

Question 35

What can the Ocean Grove Business Association do for your business in the future?

Open doors for workforce training; Help local marketing efforts

Question 36

What do you believe is the **single most important** factor in ensuring a viable future for businesses in our community?

Labor and local support

Question 37

Do you have any other ideas or suggestions about making our community a better place to operate a business?

Question 38

Are there any services and/or infrastructure that are currently missing from our community?

No

Question 39

Do you have any specific ideas to promote the uniqueness of Ocean Grove?

Showcase the uniqueness of our retail business environment

Question 40

While the B.E.A.R. Action Team cannot promise to solve any issues, they are willing to look in to it. Would you like our Task Force to assist you with any particular problems or issues?

Yes No

If yes, which problems, and how might we help?

Workforce training

Question 41

Finally, have you found this questionnaire and the B.E.A.R. Program helpful in expressing your views about operating a business in our community?

Yes No Not sure

Thank you for your time