

Survey: **Utah SBDC 2009 Needs Assessment and L/T CS Survey**

 [Export Raw Results as Excel](#)

Issues: **All**

Invited: **392**

Responses: **24 (6 %)**

Part I - Needs Assessment

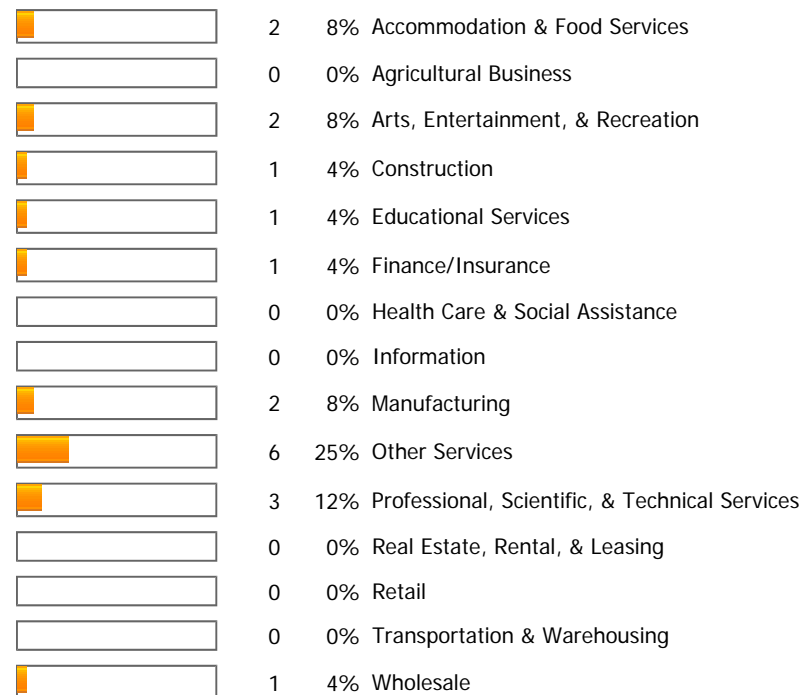
1.

Are you currently in business?



2-A.

In what general category does your business fall?



2-B.

If your business does not fit into one of the above categories, please indicate your area of business in the space provided below.

Response (most recent of 9)

Date

coffee drive thru	1/18/2009 4:14:20 PM
Yoga Studio - Health and Fitness	1/16/2009 4:37:17 PM
Franchising Home Services	12/18/2008 12:11:39 PM
Automotive repair and maintenance.	12/10/2008 12:25:12 AM
I am a professional quilter specializing in long arm quilting for customers who have pieced a quilt and want it quilted.	12/9/2008 8:14:54 PM
ecards	12/9/2008 7:48:15 PM
Web software & services	12/9/2008 6:19:45 PM
Medical technology development	12/9/2008 5:46:55 PM
Professional Cleaning Services.	12/9/2008 5:19:55 PM

[All Responses](#)

3.

Do you currently have any employees?



4.

Please enter the zip code of your PRIMARY business location in the space provided below.

Response (most recent of 23) Date

84040	1/19/2009 2:48:22 PM
84401	1/18/2009 4:14:20 PM
84414	1/18/2009 12:57:16 PM
84414	1/16/2009 4:37:17 PM
84721	1/9/2009 2:44:50 PM
84720	1/8/2009 10:48:30 PM
84721	1/8/2009 5:50:07 PM
84070	12/18/2008 12:11:39 PM
84097	12/10/2008 12:08:37 PM
84629	12/10/2008 9:54:04 AM

[All Responses](#)

5. Please check all that apply to your business.

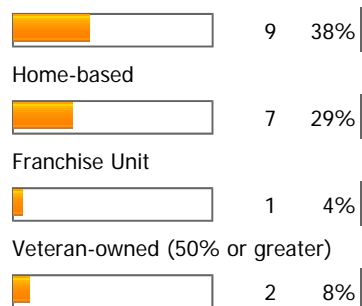
Minority-owned (50% or greater)



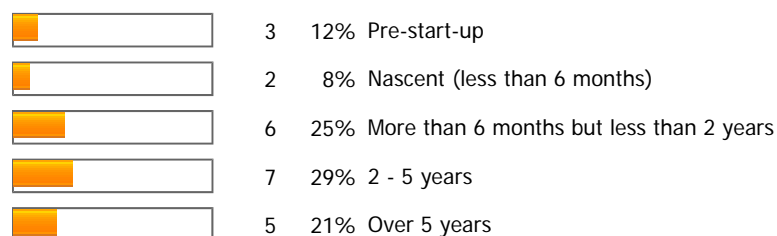
Family-owned



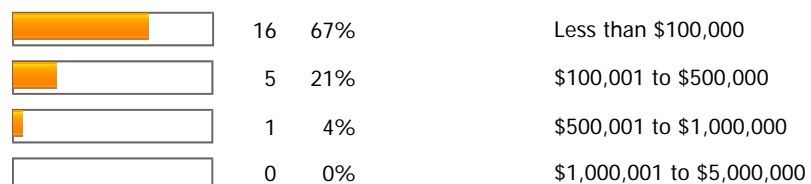
Female-owned (50% or greater)



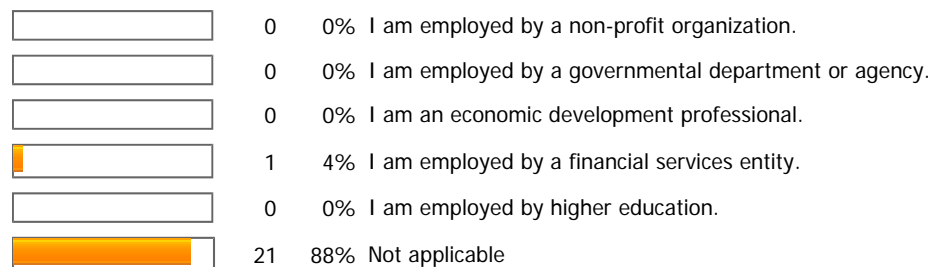
6.
For how many years has your business been operating?



7.
Which of the following categories best describes your business' revenue for the past fiscal year?



8.
Please check the response that most closely fits your current situation.



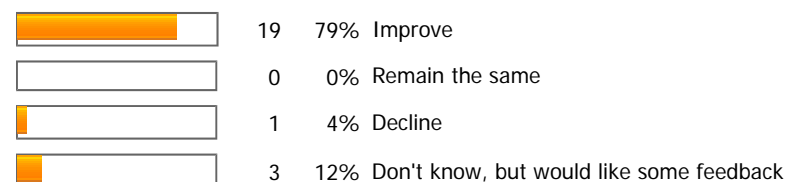
9.

How useful would a tool assessing the health of your business, an action plan aimed at removing the weaknesses, and in helping the company survive to set the stage for growth and profitability be?



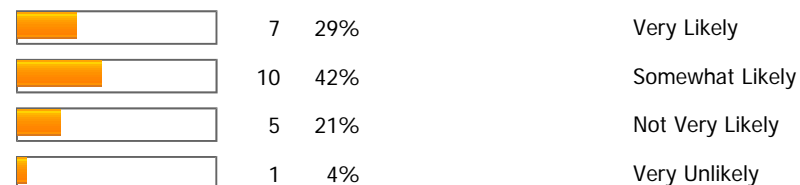
10.

In my view, my business opportunities during the next 1 to 3 years will...



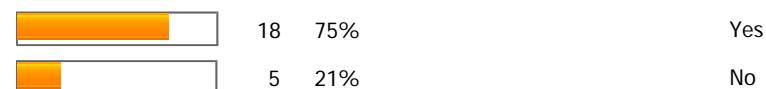
11.

Would you participate in a blended internet class with weekly face-to-face coaching sessions?



12-A.

Would you like to be contacted about future blended internet/coaching offerings?



12-B.

If you entered yes in the above question, please enter the following information in the text box below: name, phone number, and email address so we may contact you at a later time.

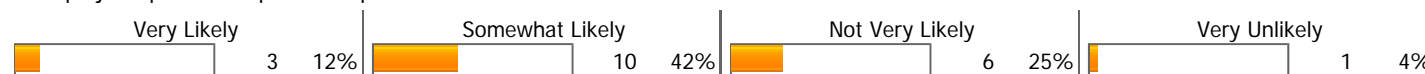
Response (most recent of 17)	Date
801-771-0800 aim176@aimmailcenters.com	1/19/2009 2:48:22 PM
Yoko Mai, 801 726 7174 or 801 737 8885, yoko.,ai@mac.com	1/18/2009 12:57:16 PM
Jo Canfield, 801-388-2463, jo@yogajos.com	1/16/2009 4:37:17 PM

Chris Culp / Tammy Robinson Office 435 865 9782 450 Coal Creek - Cedar City, UT 84721 1/9/2009 2:44:50 PM
 Chip Sanders 435-531-0412 cnsanders@hotmail.com 1/8/2009 10:48:30 PM
 Jenny Nelson 801-957-5672 jnelson@spectrumhomeservices.com 12/18/2008 12:11:39 PM
 C. Y. Wai 801-8309878 and waigemologist@gmail.com 12/10/2008 12:08:37 PM
 Todd Anderson mvw@cut.net 12/10/2008 9:54:04 AM
 Al Brajnikoff 435-704-4616 braj@braj.com 12/10/2008 7:59:22 AM
 Curtis A. Sorensen, 435-691-2687, cbsservices@Xpressweb.com 12/10/2008 12:25:12 AM

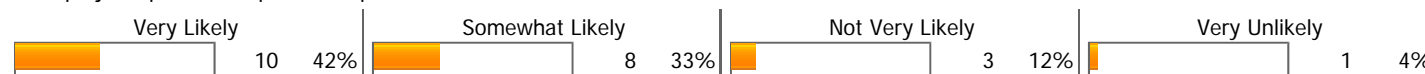
[All Responses](#)

13. How likely are you to participate in an education/training that was delivered...

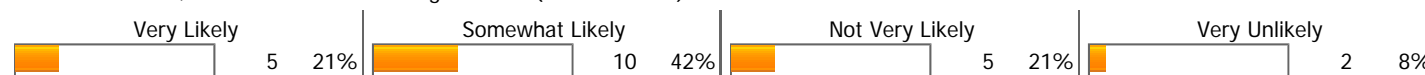
With project specific self-paced templates from a center?



With project specific self-paced templates from the web?



As an uncoached, structured online learning sessions (WebCT based)?



14.

Please indicate in the space below additional services you think the Utah SBDC should provide.

Response (most recent of 5)

how to operate restaurant business profitably.

Date

1/18/2009 12:57:16 PM

Financial assessment and coaching

12/18/2008 12:11:39 PM

How to get loans and what amount is appropriate for growth.

12/10/2008 9:17:03 AM

My main problem right now is navigating county offices, knowing where to go and what to ask, and having the courage to keep my business plans going.

12/10/2008 7:59:22 AM

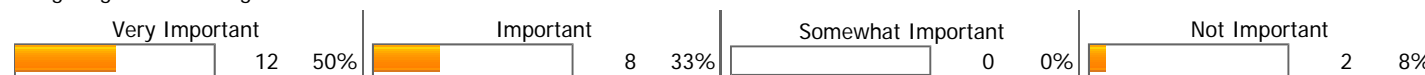
basic accounting/bookkeeping services, graphics/media services (logos, bus cards, banners, presentation graphics, color printing, video, etc.), business & technical writing/editing services, patent searches, etc., thru in-house client companies.

12/9/2008 5:46:55 PM

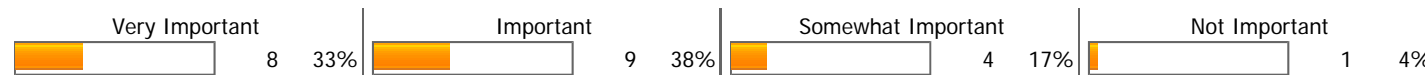
[All Responses](#)

15-A. FINANCIAL MANAGEMENT--Please indicate how important you perceive the need for assistance or training in the following areas:

Budgeting & Forecasting



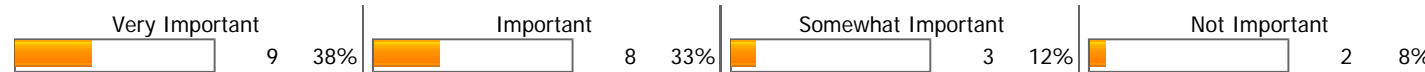
Taxes



Bookkeeping/Financial Statements



Money Management



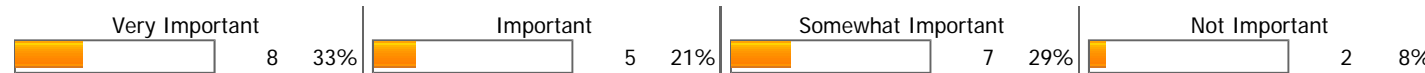
Purchasing/Cost Control



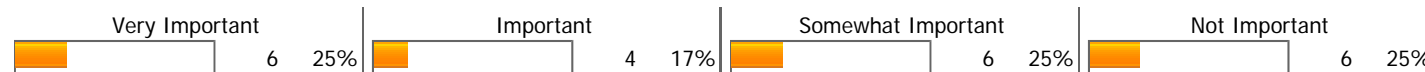
Sources of and access to capital



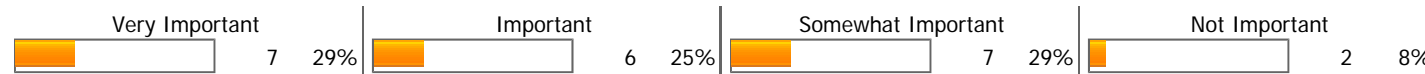
Writing a business plan



Credit and Collections



Reporting requirements



15-B.

Please indicate in the text box provided any other financial management assistance needed or comments.

Response (most recent of 2)

The language of finance - often we are taught finance without any understanding of the terms being tossed around.

Quarterly/semi-annual Networking and Investor presentation events (like Deal Forum) specifically for client companies - with in-house mentoring and practice sessions.

[All Responses](#)

Date

1/16/2009 4:37:17 PM

12/9/2008 5:46:55 PM

16-A. MARKETING--Please indicate how important you perceive the need for assistance or training in the following areas:

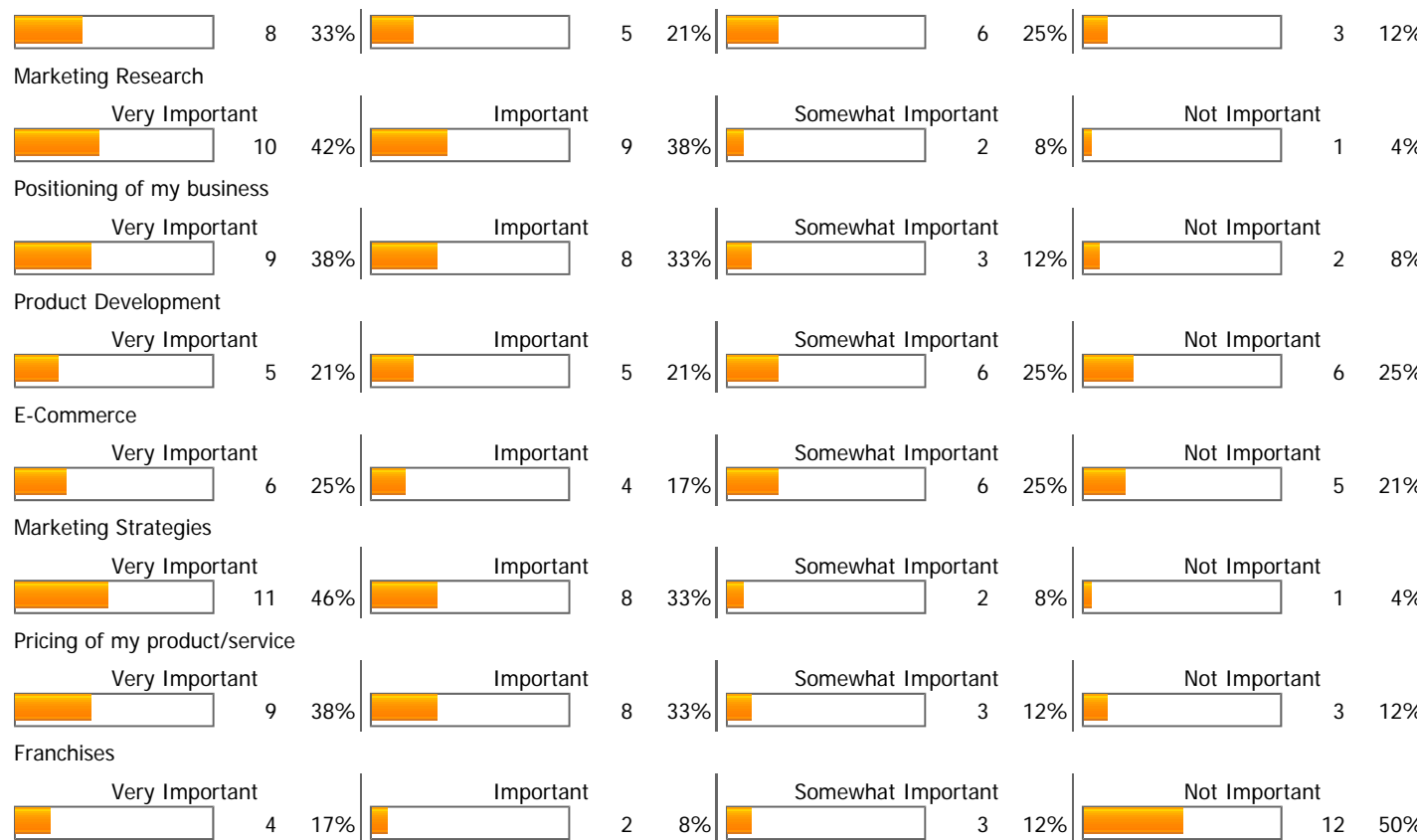
Placement of my product/service

Very Important

Important

Somewhat Important

Not Important



16-B.

Please indicate in the text box provided any other marketing assistance needed or comments.

Response (most recent of 3)

Again, what is marketing - people assume if you are in business you often understand the simple things and in reality you understand your strengths, but not a lot of business concepts.

My wife and I are computer professionals so we don't have a need for e-commerce help. IF we were not, this item would be Very Important.

1. Access to local University library systems online for access to MR reports. 2. 'Group account' with for use by clients to access market data

Date

1/16/2009 4:37:17 PM

12/10/2008 7:59:22 AM

12/9/2008 5:46:55 PM

[All Responses](#)

17-A. INTERNATIONAL BUSINESS--Please indicate how important you perceive the need for assistance or training in the following areas:

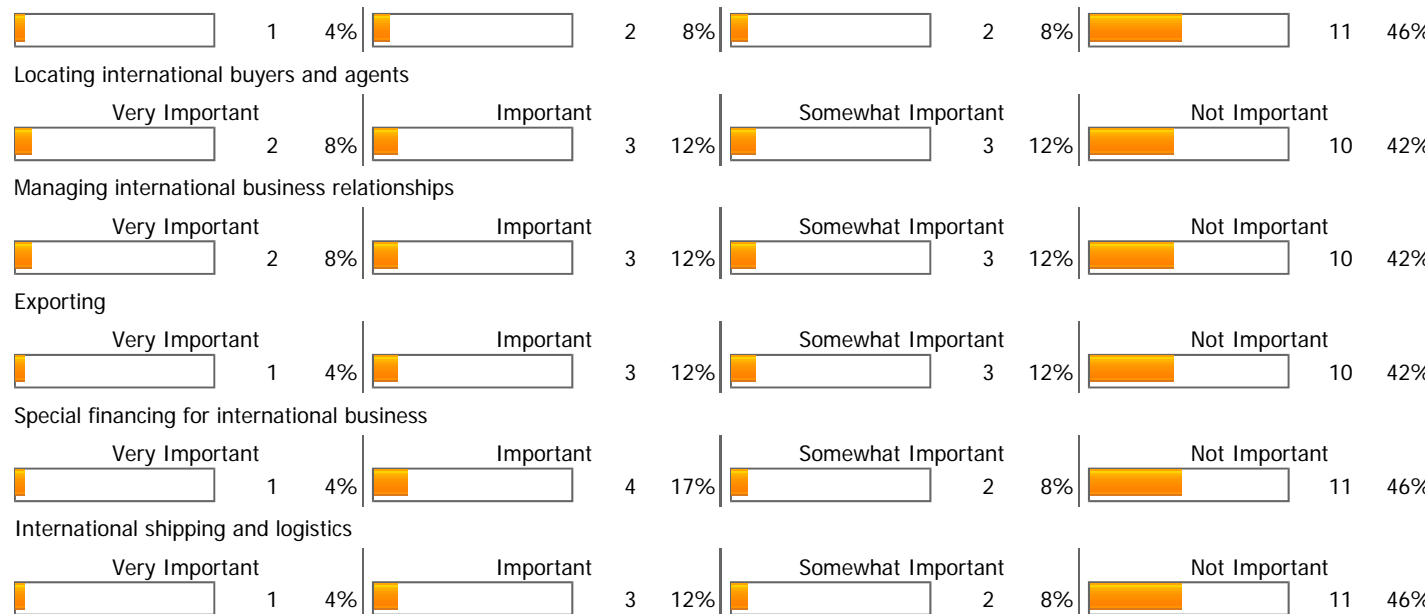
Importing

Very Important

Important

Somewhat Important

Not Important



17-B.

Please indicate in the text box provided any other International Business assistance needed or comments.

Response (most recent of 1)

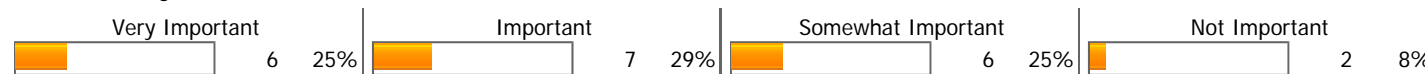
Date

Being in the shipping business, anything would be helpful to obtain these kinds of customers. 1/19/2009 2:48:22 PM

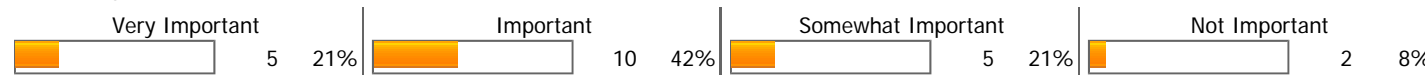
[All Responses](#)

18-A. E-COMMERCE & E-BUSINESS--Please indicate how important you perceive the need for assistance or training in the following areas:

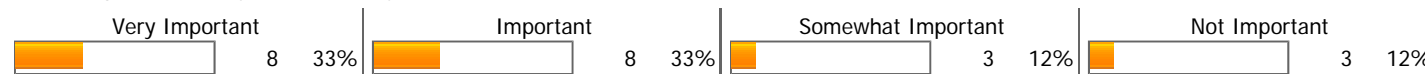
Email marketing/newsletters



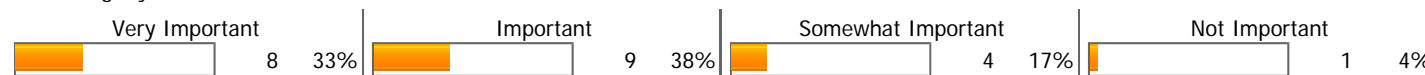
Developing a web site



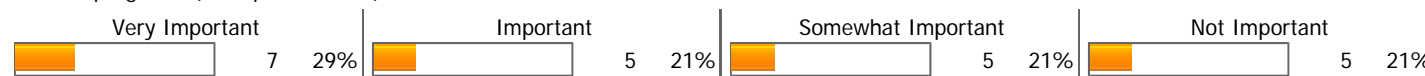
Measuring the effect my site has on my business results



Promoting my site



Affiliate programs (example: Amazon)

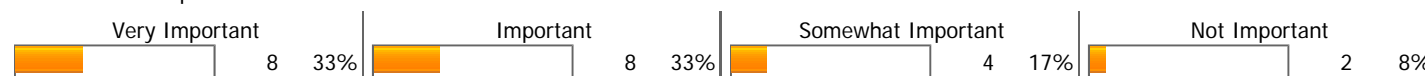


18-B.

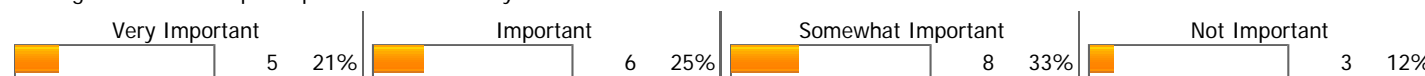
Please indicate in the text box provided any other E-Commerce & E-Business assistance needed or comments. - No Responses

19-A. GENERAL MANAGEMENT--Please indicate how important you perceive the need for assistance or training in the following areas:

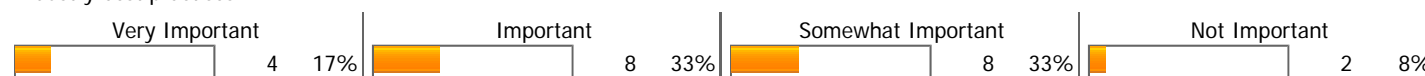
Business check-up/evaluation



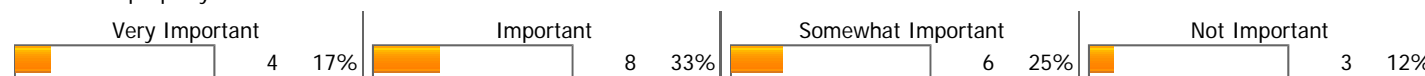
Finding resources to improve production or delivery



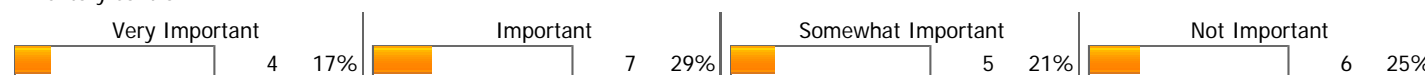
Industry best practices



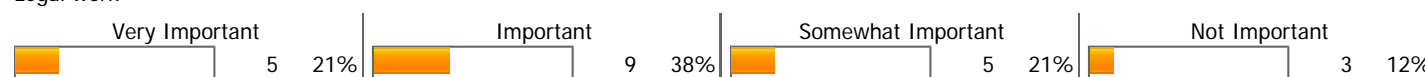
Intellectual property



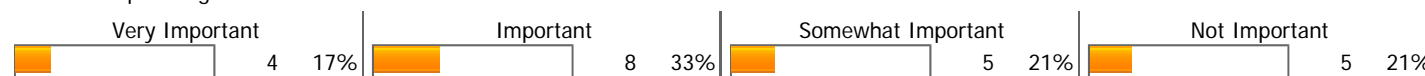
Inventory control



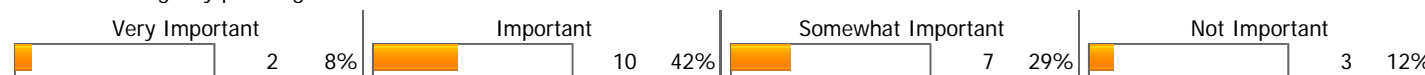
Legal work



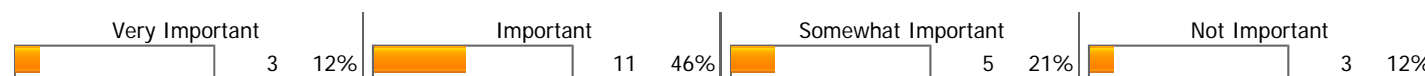
Retirement planning



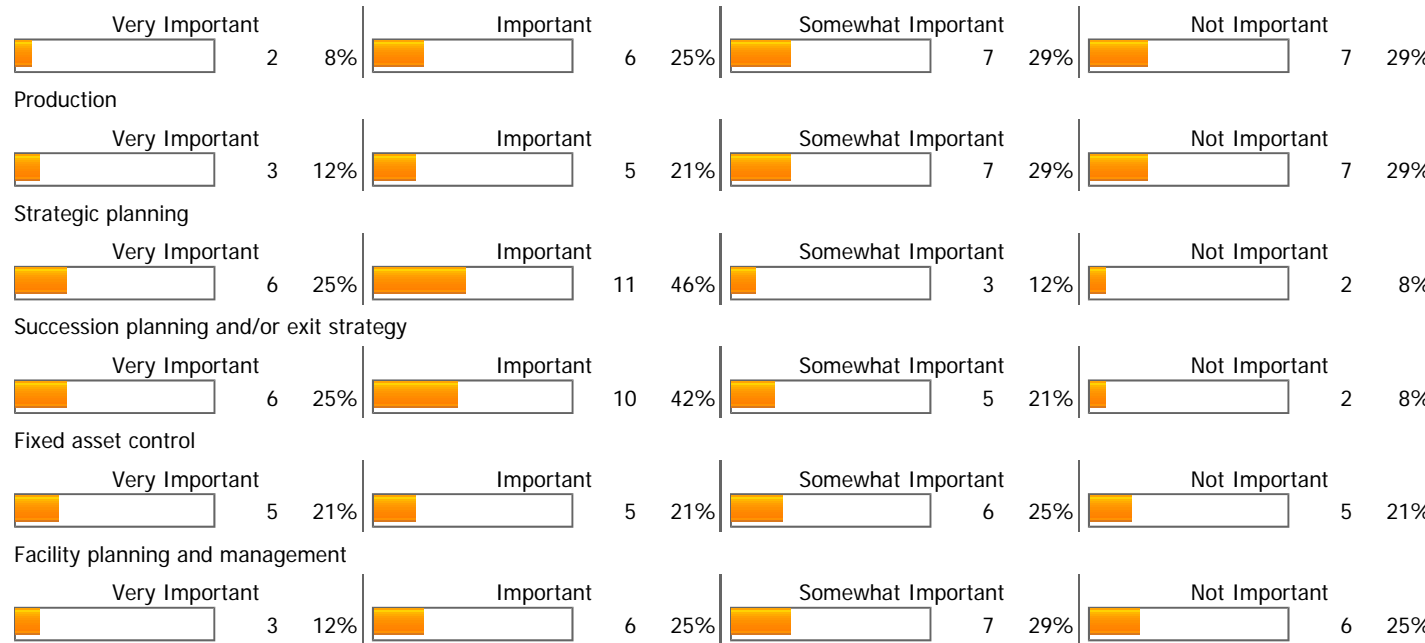
Disaster contingency planning



Insurance



Operations strategy in a global environment

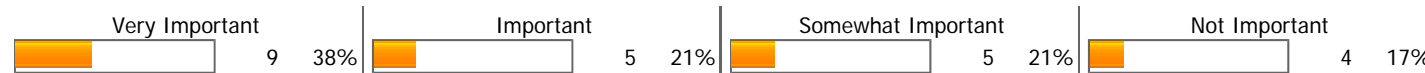


19-B.

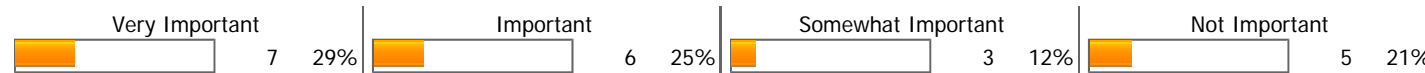
Please indicate in the text box provided any other General Management assistance needed or comments. - No Responses

20-A. HUMAN RELATIONS--Please indicate how important you perceive the need for assistance or training in the following areas:

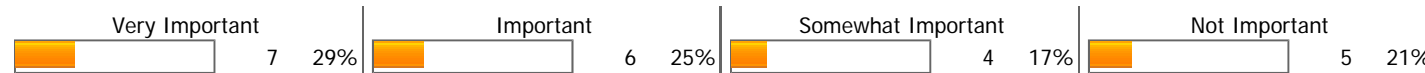
Benefits (including health insurance and retirement)



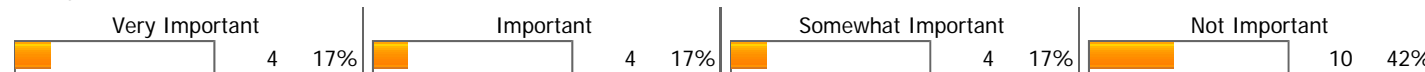
Selection & hiring of employees



Employment law

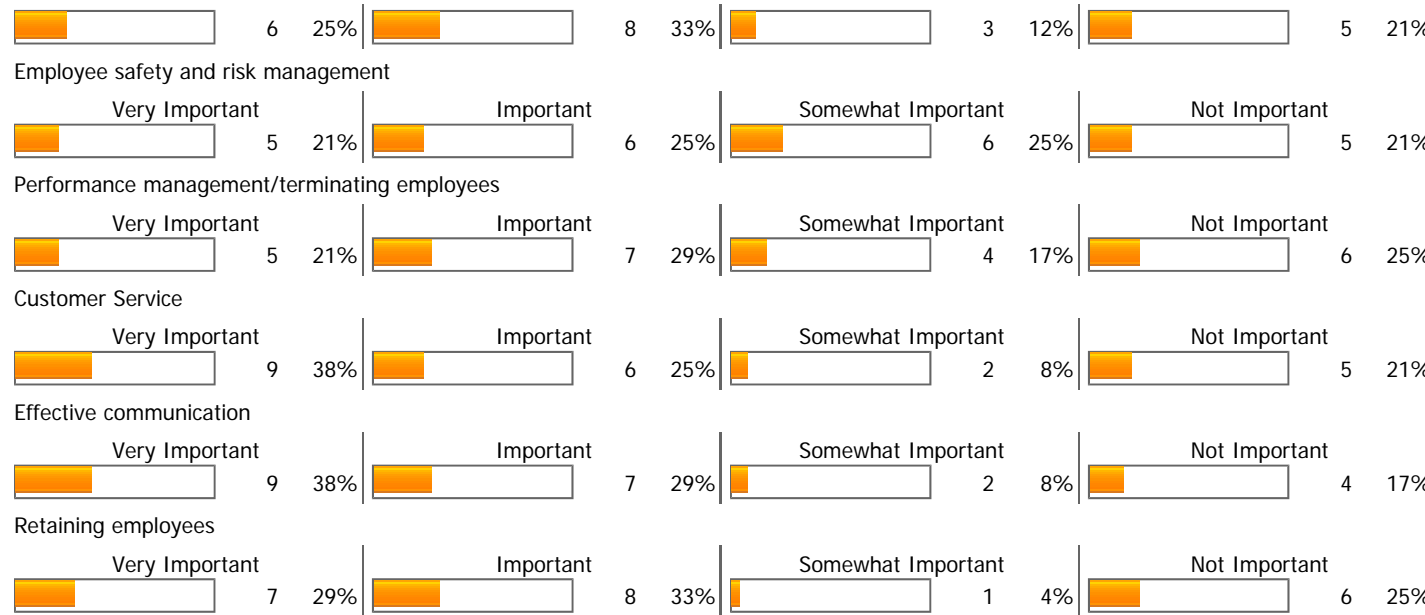


Immigration and work permits



Policies and procedures





20-B.

Please indicate in the text box provided any other Human Relations assistance needed or comments.

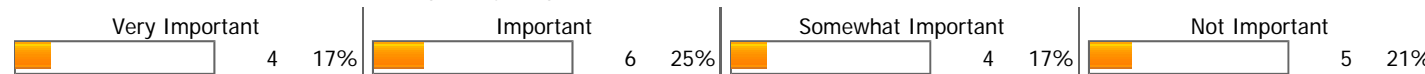
Response (most recent of 1) Date

payroll companies, pros and cons 12/18/2008 12:11:39 PM

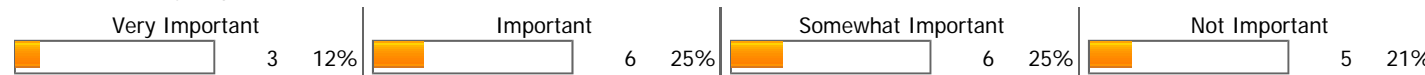
[All Responses](#)

21-A. REGULATORY, COMPLIANCE, and other SPECIALIZED ASSISTANCE--Please indicate how important you perceive the need for assistance or training in the following areas:

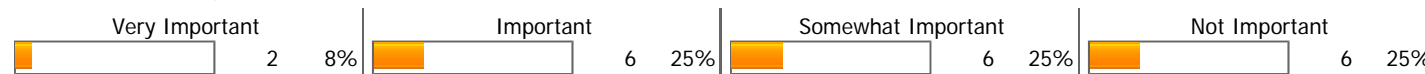
Assistance with compliance with federal regulatory programs



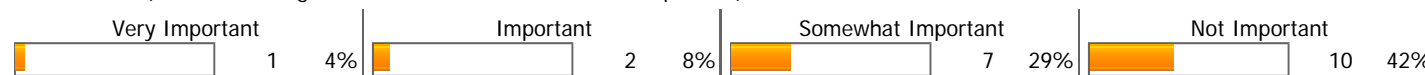
conservation/recycling



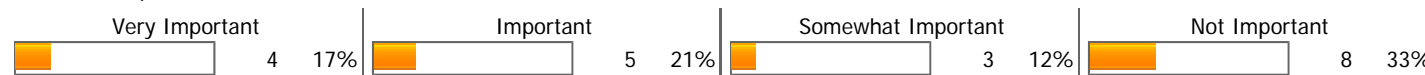
Environmental quality issues



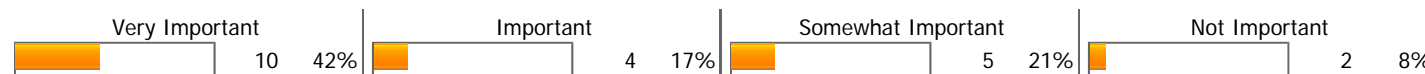
Globalization (i.e., outsourcing, NAFTA, new markets and new competition)



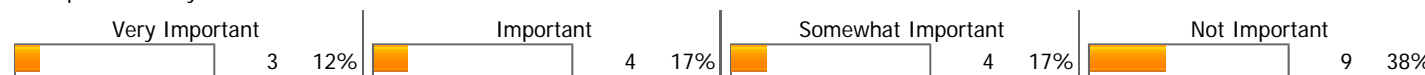
Government procurement assistance



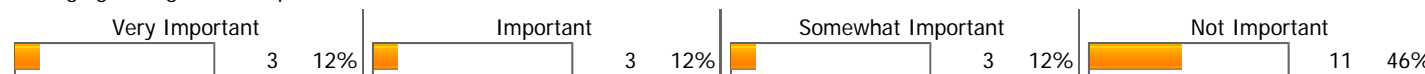
Health care for small business



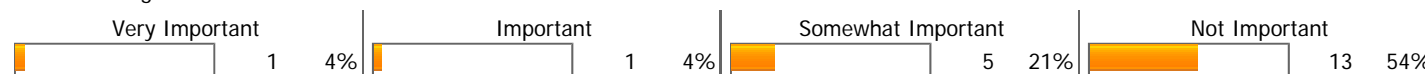
Lean production systems



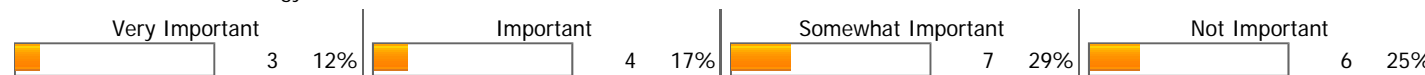
Managing a drug-free workplace



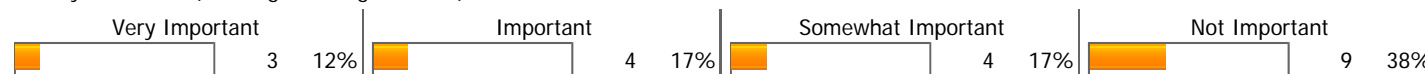
Manufacturing assistance



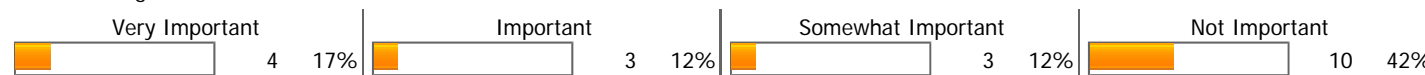
Renewable or efficient energy



Quality assurance (Baldrige, Six Sigma, TQM)



Waste management



21-B.

Please indicate in the text box provided any other regulatory, compliance, or other specialized assistance needed or comments. - No Responses

Part II Client Satisfaction Survey

22. If you walked into a SBDC center tomorrow, what services would you be seeking?

Customer Categories for **Asst Sought**

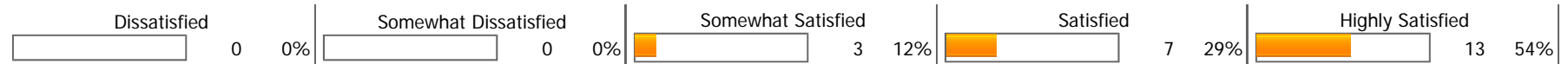
- 7 Business Accounting/Budget
- 7 Business Counseling
- 1 Business Expansion
- 6 Business Plan

- 2 Buy/Sell a Business
- 6 Cash Flow Management
- 5 eCommerce
- 5 Financing/Capital
- 5 Funding & Investors
- 1 Government Contracting
- 3 Human Resources/Employees
- 2 Intellectual Property
- 3 Legal Issues
- 3 Managing Business
- 2 Marketing/Sales
- 3 Start-up Assistance
- 4 Tax Planning
- 3 Technology/Computers

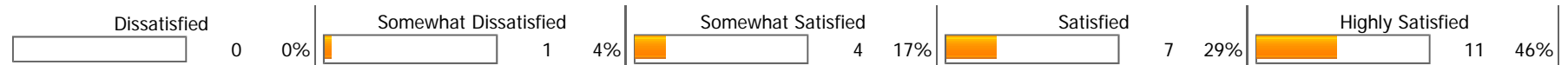
Above is count of customers that responded to survey with each category **currently** checked.

23. Regarding your overall experience working with the SBDC...

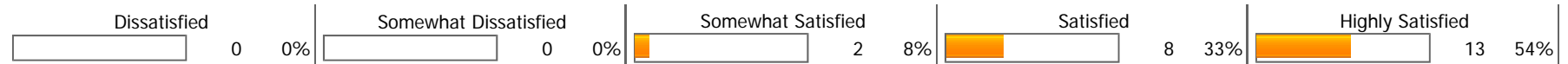
The ability of the counselor to listen to me.



The overall consulting service I have received.



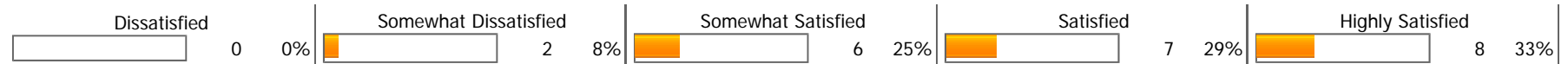
The staff's professionalism.



The counselor's knowledge and skills to help me with my problem.



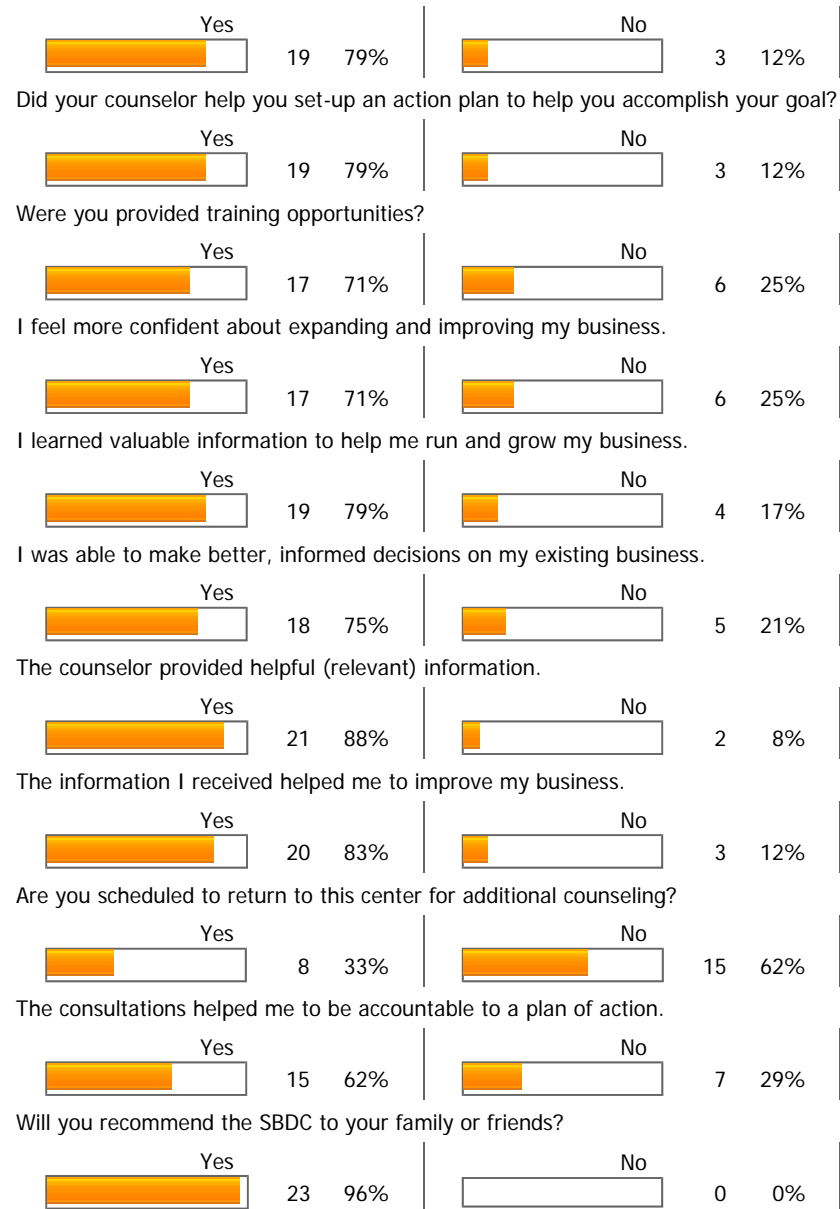
The counselor's knowledge finding assistance for me.



24. Regarding the counseling services you received at the SBDC...

In subsequent sessions, has the counselor helped you clarify your goal?





25.

Do you have any comments or suggestions on what we could do to improve our services to the Utah business community?

Response (most recent of 8)	Date
Some how people need to understand the true value of the services. Since I struggle with that daily - can't tell you how, but I can't say enough good things about all the services I have received.	1/16/2009 4:37:17 PM
Just keep up the GREAT work... we all can benefit from the resources you offer this community ~	1/9/2009 2:44:50 PM
I need a counselor.	12/18/2008 12:11:39 PM
The problem I have is probably not going to be addressed in this way. Finances to build and advertise my business without borrowing is my problem.	12/9/2008 8:14:54 PM
1. No longer in business, working for a company now. 2. Rudy Ortiz really help me try to get my business started. 3. Your survey has too many questions.	12/9/2008 7:48:15 PM
I think it is a great service and recommend it to small business owner frequently.	12/9/2008 6:19:45 PM
The SBDC is limited pretty much limited to offering 'referrals' rather than actually helping clients resolve problems. A program to recruit active experienced mentors to assist and guide start up clients could be a big help.	12/9/2008 5:46:55 PM
I have already recommended tons of people over to Ken Fakler. He is truly a great character and he will completely go out of his way to help you and help your business succeed. He is extremely knowledgeable and if he doesn't know that answer to a que	12/9/2008 5:19:55 PM

[All Responses](#)