

# BUSINESS SURVEY RESULTS\*

96  
RESPONSES

WERE RECEIVED FROM BUSINESSES  
IN SOUTHEAST SASKATCHEWAN

66% EXPECT TO BE IMPACTED BY THE COAL TRANSITION

64%

OF RESPONDENTS  
HAVE STOREFRONTS

94% RELY ON IN PERSON SALES

22% USE ONLINE SALES METHODS

## NUMBER OF YEARS IN OPERATION

61%

OF RESPONDENTS HAVE BEEN IN  
BUSINESS FOR MORE THAN 10 YEARS

13%

OF RESPONDENTS HAVE BEEN IN  
BUSINESS BETWEEN 4 - 6 YEARS

20%

OF RESPONDENTS HAVE BEEN IN  
BUSINESS LESS THAN 3 YEARS

6%

OF RESPONDENTS HAVE BEEN IN  
BUSINESS BETWEEN 7 - 10 YEARS

35%

PLAN TO TARGET  
LOCAL CUSTOMERS

40%

PLAN TO TARGET  
REGIONAL CUSTOMERS

14%

PLAN TO TARGET  
PROVINCIAL CUSTOMERS

## GROWTH & EXPANSION PLANS

7%

PLAN TO TARGET  
NATIONAL CUSTOMERS

6%

PLAN TO TARGET  
INTERNATIONAL  
CUSTOMERS

BUSINESSES IDENTIFIED THE FOLLOWING ISSUES  
AS **MOST IMPORTANT** TO THEIR BUSINESS:



RETAINING VALUED EMPLOYEES



TRAINING AND SKILL DEVELOPMENT



IDENTIFYING BUSINESS OPPORTUNITIES



RECRUITING SKILLED WORKERS



DEVELOPMENT AND USE OF MARKETING STRATEGIES



BUSINESS PLANNING

BUSINESS TRAINING MOST OFTEN  
REQUESTED INCLUDES:

MARKETING

FINANCIAL LITERACY

SOCIAL MEDIA

BUSINESS PLANNING

MANAGEMENT PRACTICES

EMPLOYEE RETENTION & TRAINING