



# CESA Outlook

Q2 2019

*Industry insight at your fingertips*



# CESA Outlook

## Introduction

Welcome to the brand new CESA Outlook.

The results displayed in this document assess how the land lies within the business landscape and give an understand of the major concerns that members face.

To increase appeal and boost responses we consulted business experts to aid with question structure and content.

We hope that you find the information of value.

Please keep your eyes peeled for our next CESA Outlook survey as we encourage as many of our members to take part as possible.

## What does the data show?

The graphs used in CESA Outlook take zero as a base, and the total percentage of a particular question is displayed either side of that. Where there are multiple choice questions, for example question [2.1](#), the bars to the left-hand-side of zero represent the negative answers whilst the bars to the right-hand-side represent the positive answers.

If you have any questions please don't hesitate to ask.

*2019 Q2  
Adam Lawrence*



# Contents

<b>1</b>	<b>IN SUMMARY</b>	<b>6</b>
<b>2</b>	<b>COMPANY PERFORMANCE</b>	<b>7</b>
2.1	Forecasted Sales Next Twelve Months . . . . .	7
2.2	Strategic Adjustments Based On Forecast . . . . .	7
2.3	Last Full Month Compared To Same Period Last Year . . . . .	7
<b>3</b>	<b>CURRENT, NEXT 12 MONTHS AND FUTURE</b>	<b>8</b>
3.1	Current Business Climate: Greatest Threats . . . . .	8
3.2	Next Twelve Months: Important Drivers for Growth . . . . .	8
3.3	Next Twelve Months: Expected Sales Focus Change . . . . .	9
3.4	Next Twelve Months: Major Concerns . . . . .	9
3.5	Future: Anticipation of Sales Team Contact with New Buyers . . . . .	10
<b>4</b>	<b>BREAKDOWN OF SURVEY RESPONDENTS</b>	<b>11</b>
4.1	Number of Staff . . . . .	11
4.2	Type of Business . . . . .	12

# 1 IN SUMMARY

- **Optimism is key**

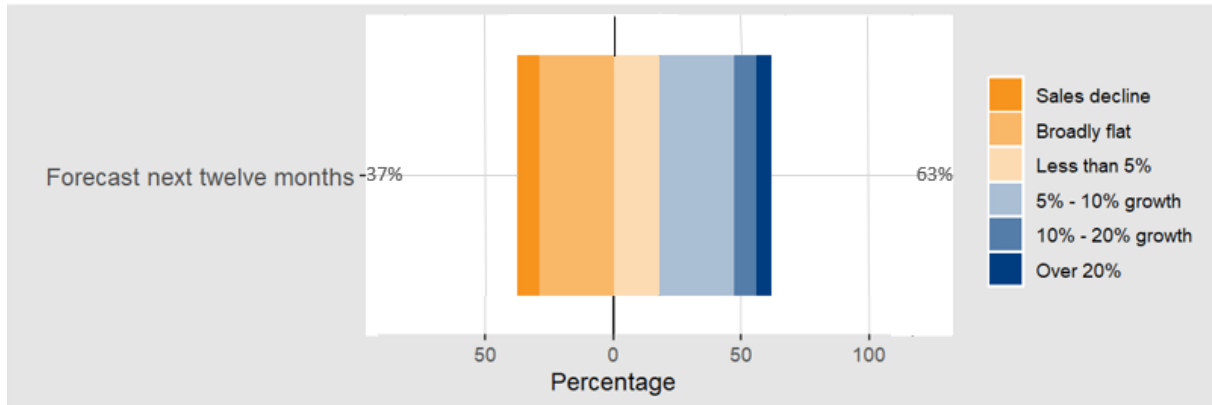
Over 70% of survey respondents are expecting to benefit from forecasted sales growth over the next 12 months (2.1). With many also experiencing improved sales compared to the same time last year (2.3).

- **A threatening contradiction**

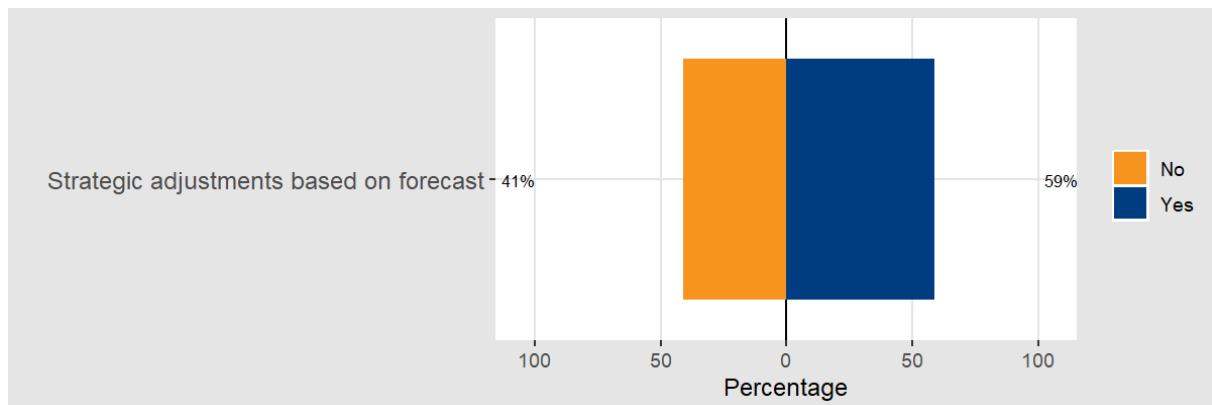
Despite the feeling that business will improve for the majority, the weakening economic environment remains the greatest concern (3.1).

## 2 COMPANY PERFORMANCE

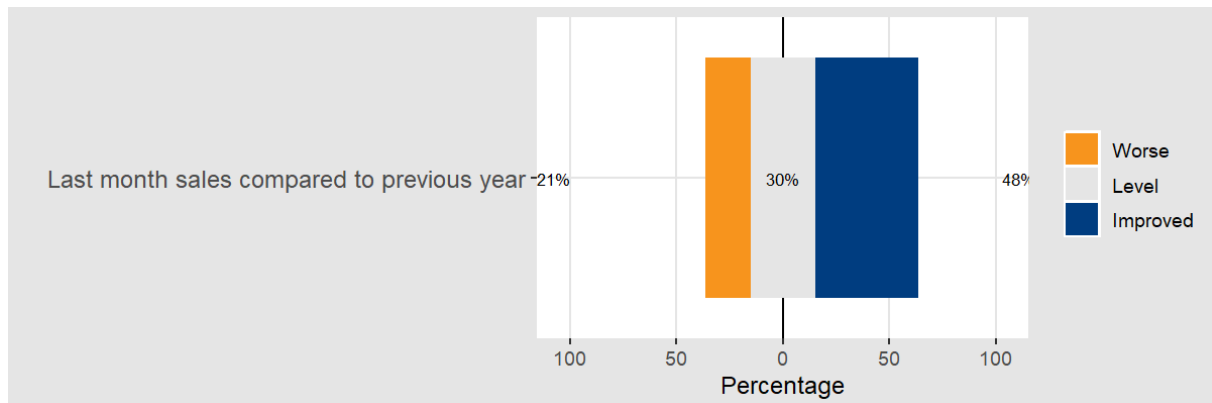
### 2.1 Forecasted Sales Next Twelve Months



### 2.2 Strategic Adjustments Based On Forecast



### 2.3 Last Full Month Compared To Same Period Last Year

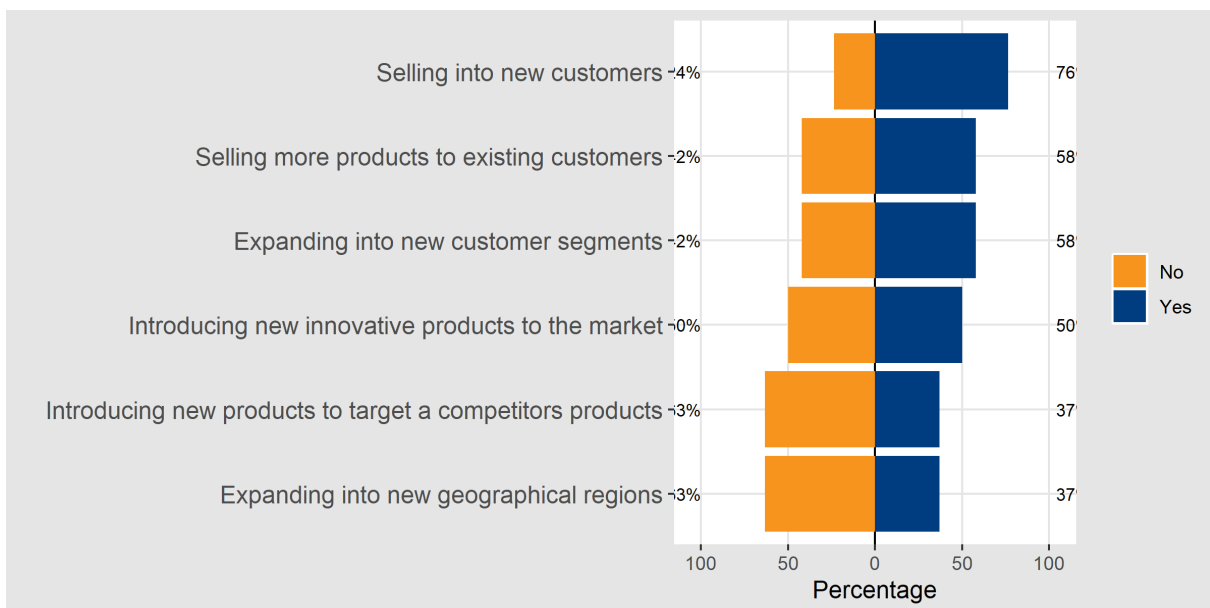


### 3 CURRENT, NEXT 12 MONTHS AND FUTURE

#### 3.1 Current Business Climate: Greatest Threats

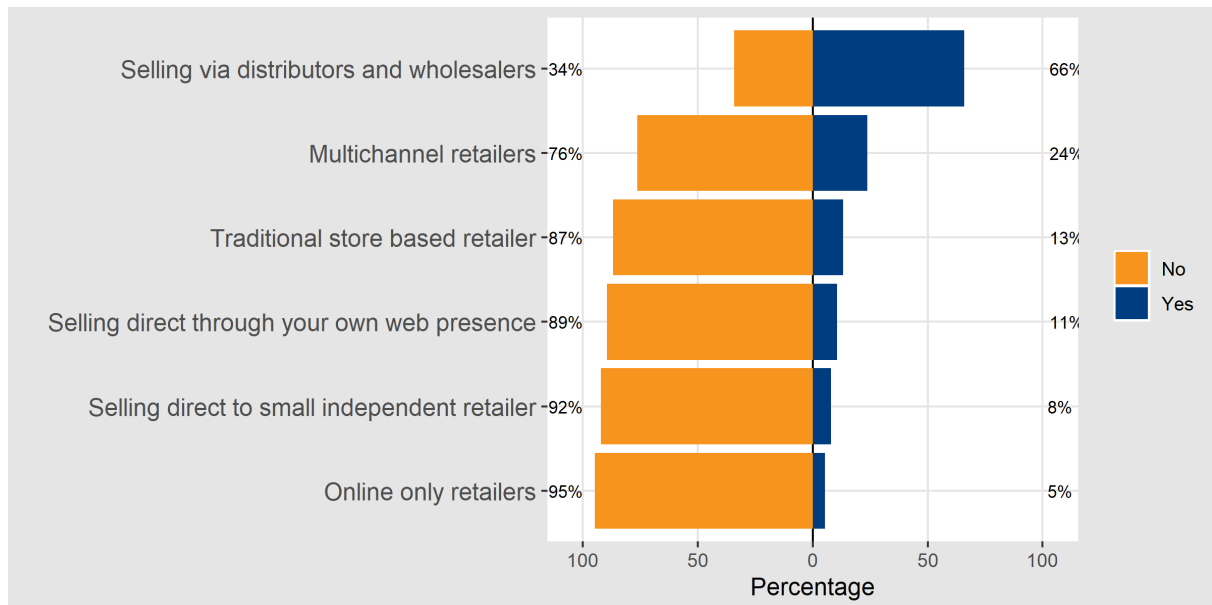


#### 3.2 Next Twelve Months: Important Drivers for Growth

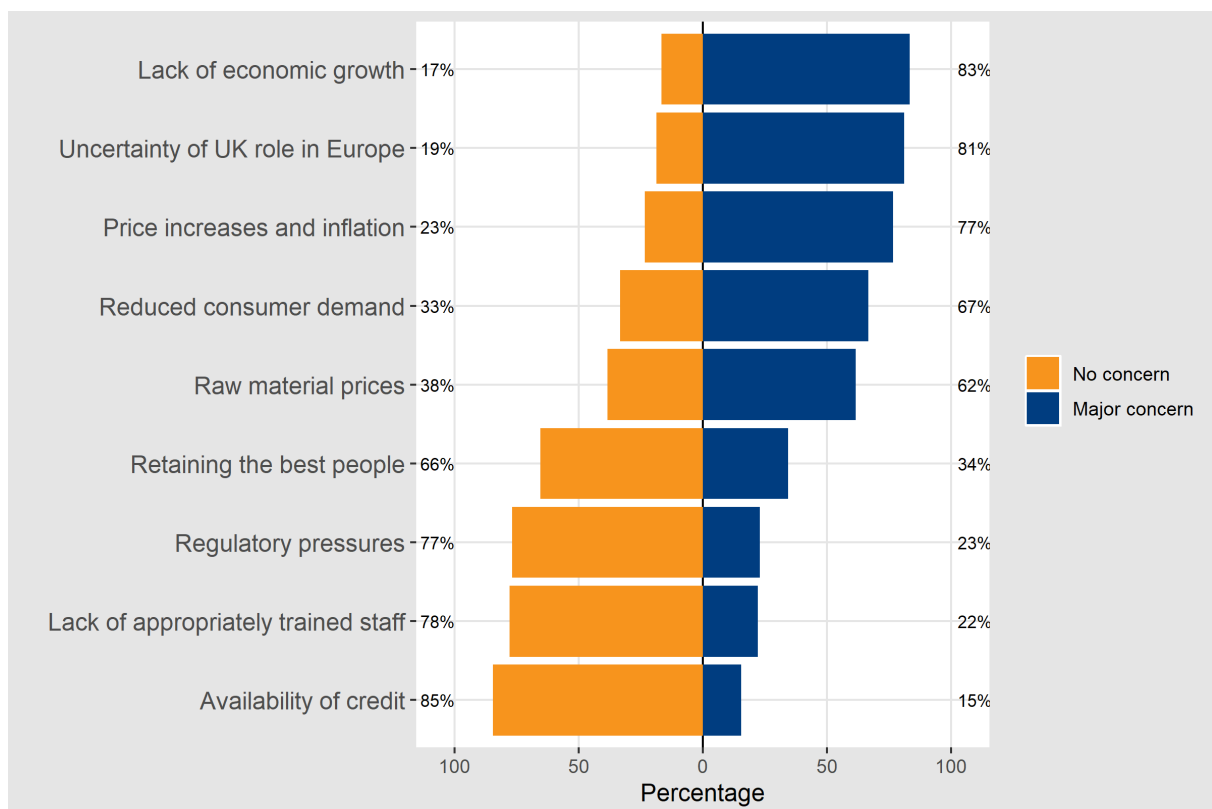




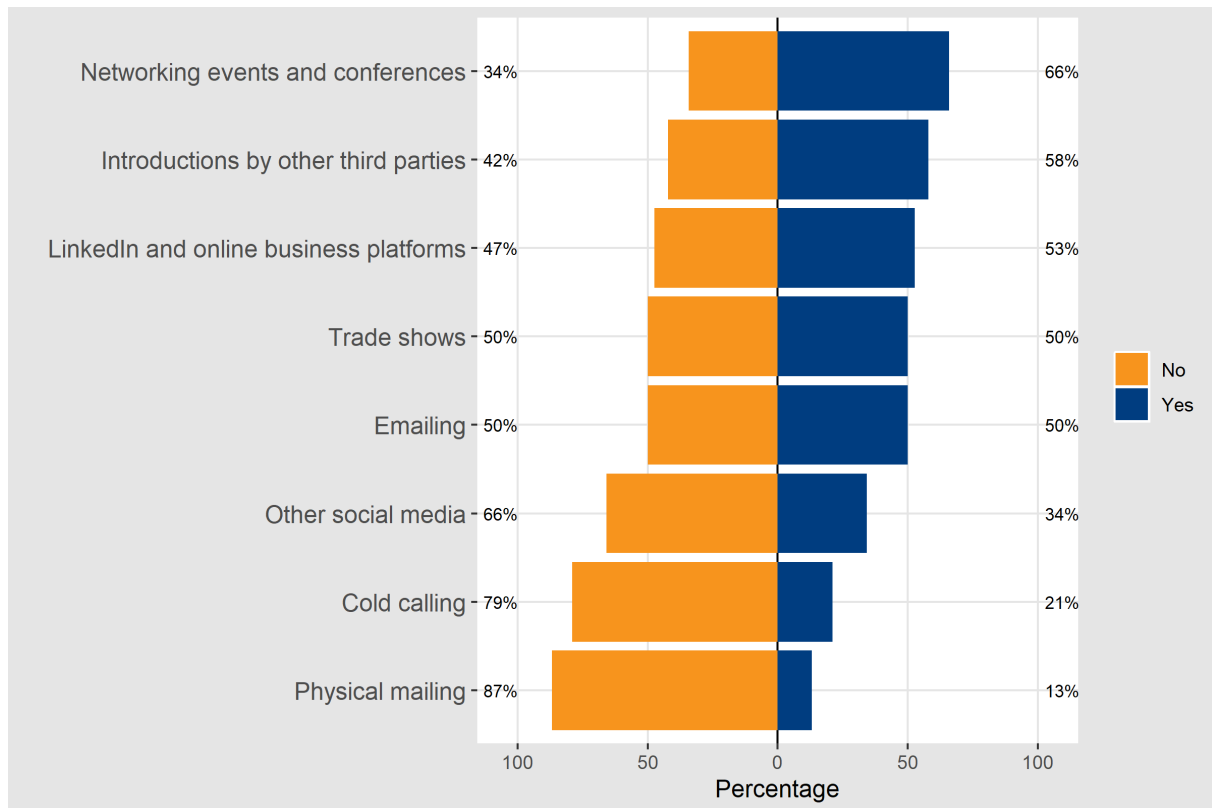
### 3.3 Next Twelve Months: Expected Sales Focus Change



### 3.4 Next Twelve Months: Major Concerns

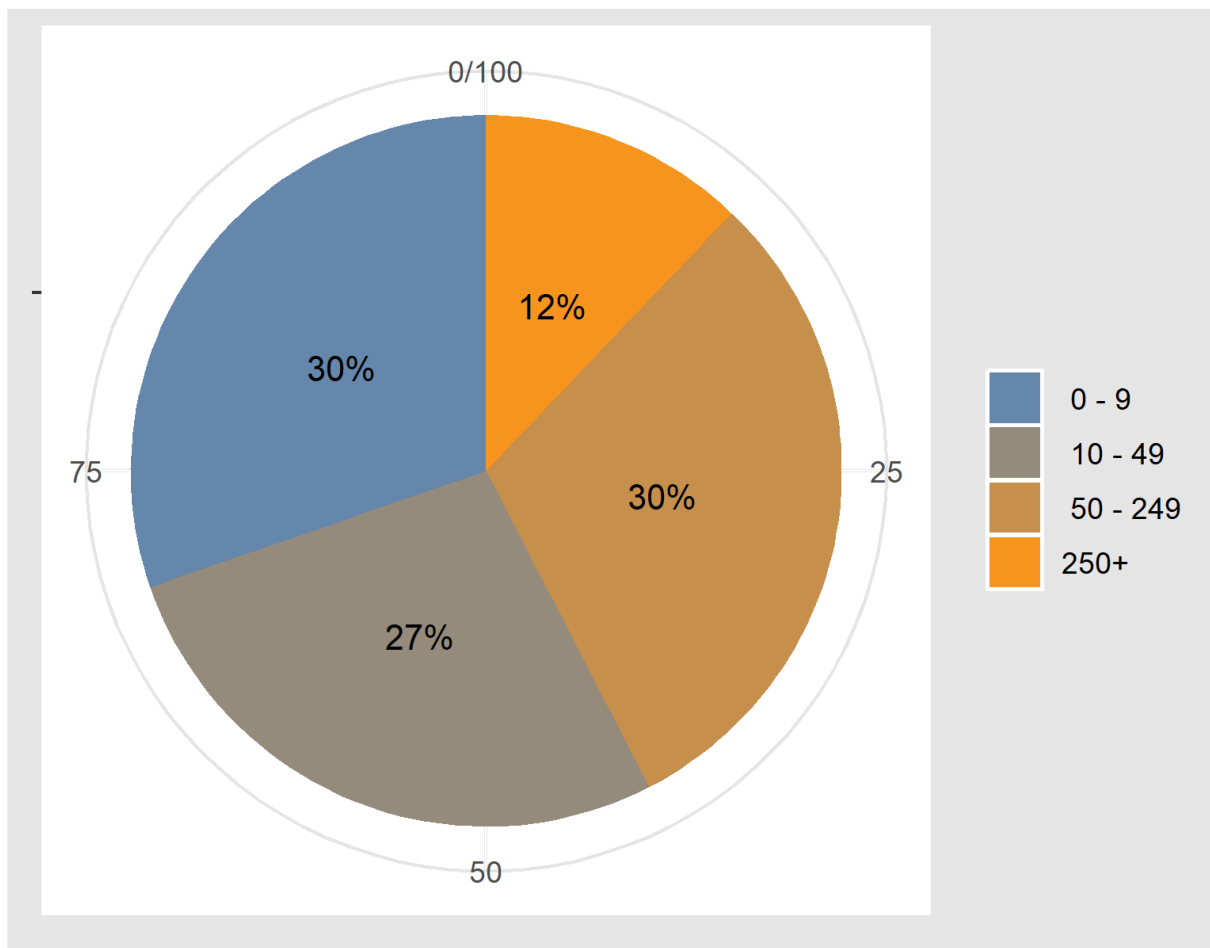


### 3.5 Future: Anticipation of Sales Team Contact with New Buyers

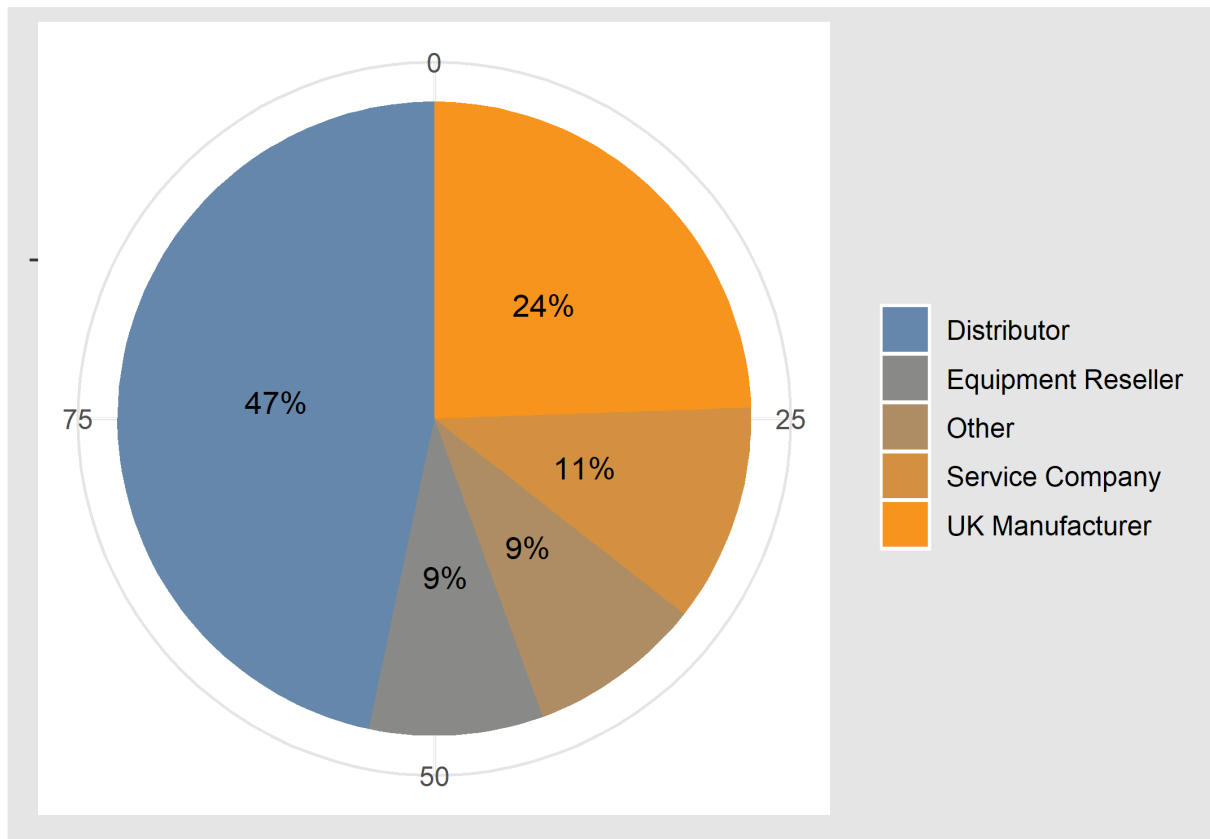


## 4 BREAKDOWN OF SURVEY RESPONDENTS

### 4.1 Number of Staff



## 4.2 Type of Business



## Information about CESA

The CESA Press Office can provide comment, opinion and information on any issue relating to catering equipment and a wide range of general business and economic news in the UK.

For further information please contact:

**Adam Lawrence**

**Marketing Manager**

**CESA, Rotherwick House,**

**3 Thomas More St, London, E1W 1YZ**

**T: 0207 793 3028**

**E: [adam.lawrence@cesa.org.uk](mailto:adam.lawrence@cesa.org.uk)**

**W: [www.cesa.org.uk](http://www.cesa.org.uk)**





Catering Equipment Suppliers' Association

*We've been representing our members in the Food Service Equipment Industry for 80 years.*

CESA membership provides you with a powerful voice and active representation at the highest level.  
Visit [CESA.ORG.UK](http://CESA.ORG.UK) or call us on **020 7793 3030** to find more.