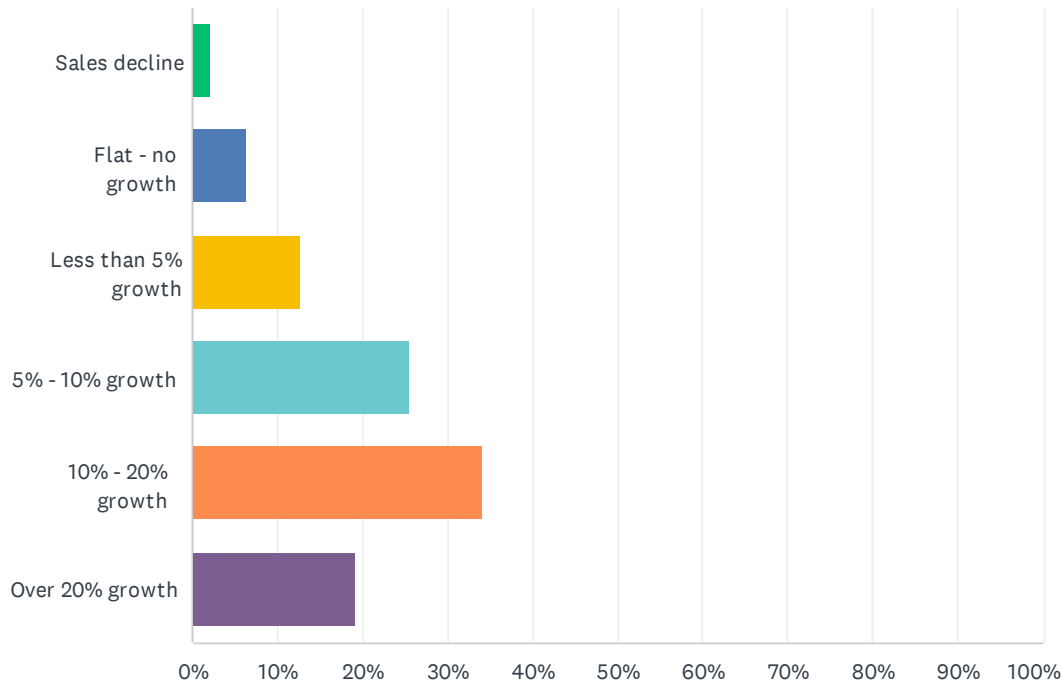


## Q5 What level of growth would you forecast for your business over the next 12 months?

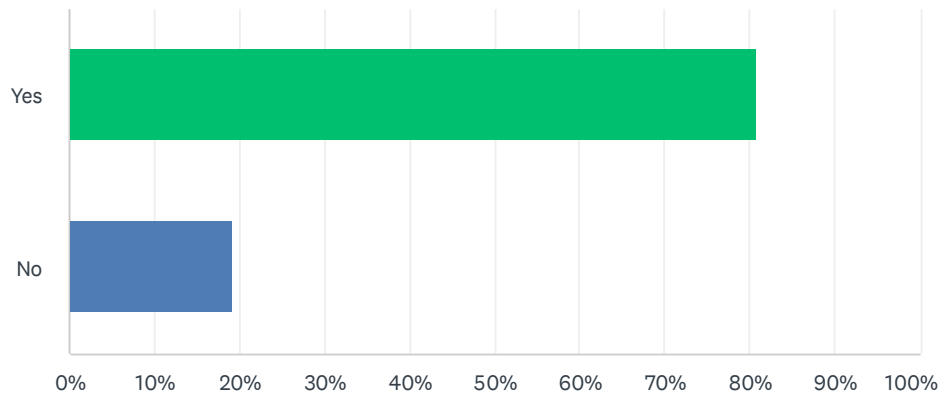
Answered: 47 Skipped: 1



ANSWER CHOICES	RESPONSES	
Sales decline	2.13%	1
Flat - no growth	6.38%	3
Less than 5% growth	12.77%	6
5% - 10% growth	25.53%	12
10% - 20% growth	34.04%	16
Over 20% growth	19.15%	9
<b>TOTAL</b>		<b>47</b>

## Q6 Have you made any strategic adjustments based on your forecast?

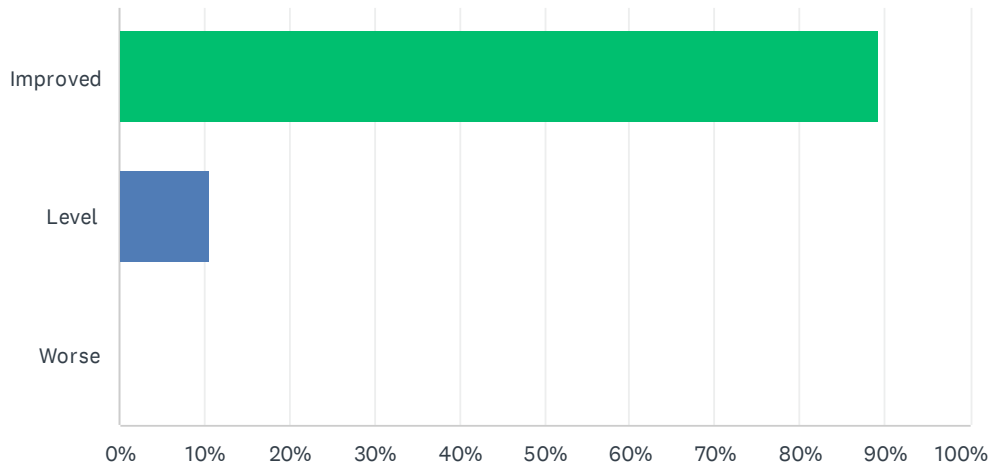
Answered: 47 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	80.85%	38
No	19.15%	9
<b>TOTAL</b>		<b>47</b>

## Q7 How did your sales from Q2 2021 (April, May, June) compare to the same same quarter in 2020?

Answered: 47 Skipped: 1

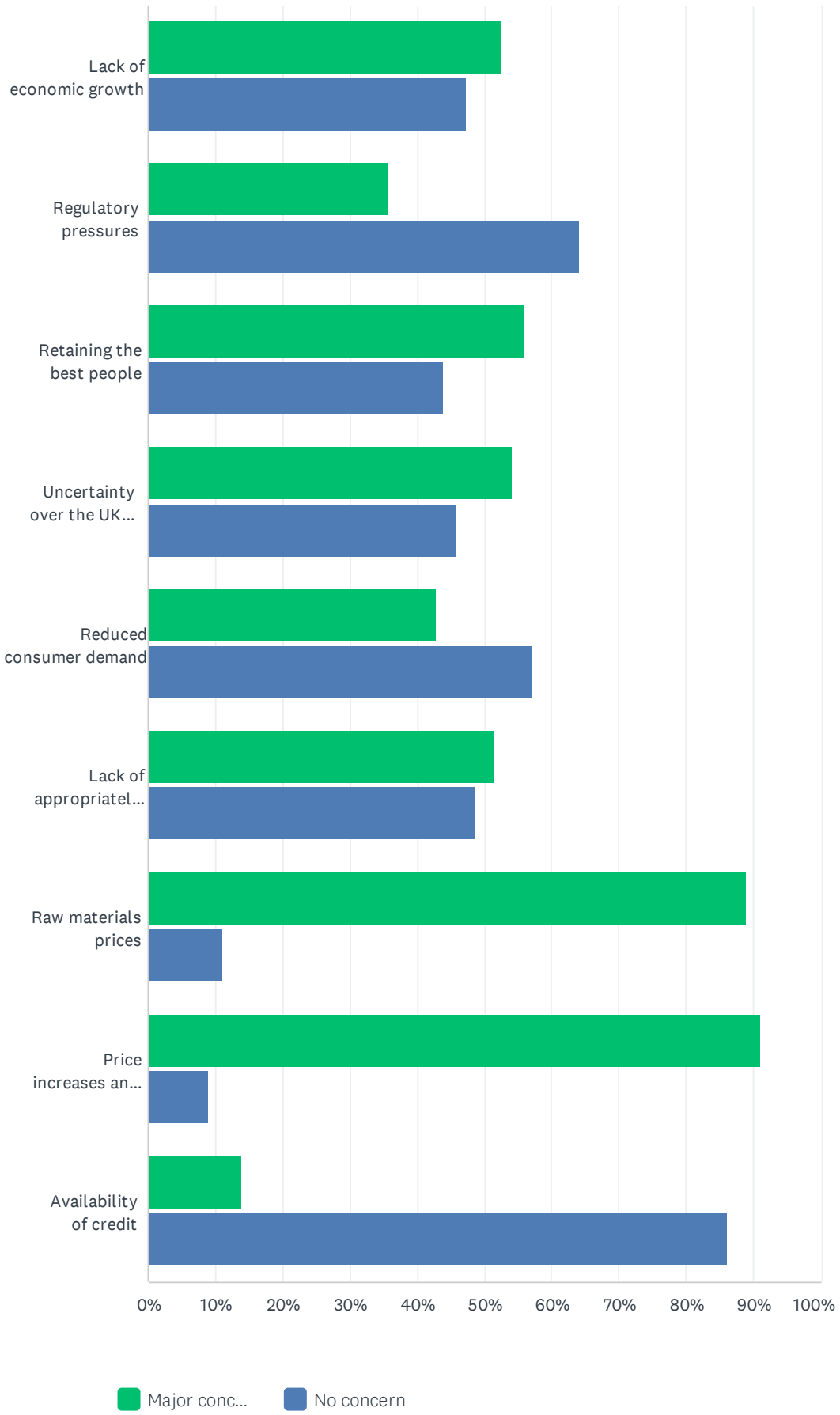


ANSWER CHOICES		RESPONSES	
Improved		89.36%	42
Level		10.64%	5
Worse		0.00%	0
TOTAL			47

**Q8 Which of the following are major issues of concern for your business over the next twelve months? (tick all that apply)**

Answered: 47 Skipped: 1

# FEA Outlook: Quarter Two 2021

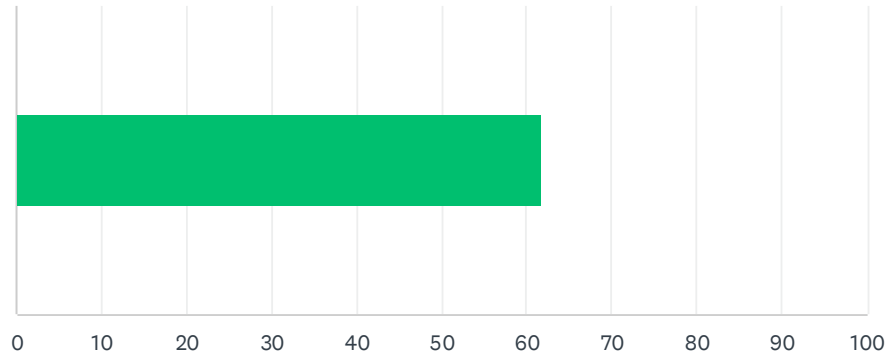


## FEA Outlook: Quarter Two 2021

	MAJOR CONCERN	NO CONCERN	TOTAL	WEIGHTED AVERAGE
Lack of economic growth	52.63% 20	47.37% 18	38	1.47
Regulatory pressures	35.90% 14	64.10% 25	39	1.64
Retaining the best people	56.10% 23	43.90% 18	41	1.44
Uncertainty over the UK role in Europe	54.05% 20	45.95% 17	37	1.46
Reduced consumer demand	42.86% 15	57.14% 20	35	1.57
Lack of appropriately trained staff	51.28% 20	48.72% 19	39	1.49
Raw materials prices	88.89% 40	11.11% 5	45	1.11
Price increases and inflation	91.11% 41	8.89% 4	45	1.09
Availability of credit	13.89% 5	86.11% 31	36	1.86

## Q9 On a scale of 0 - 10 how confident are you in the economy as a business driver?

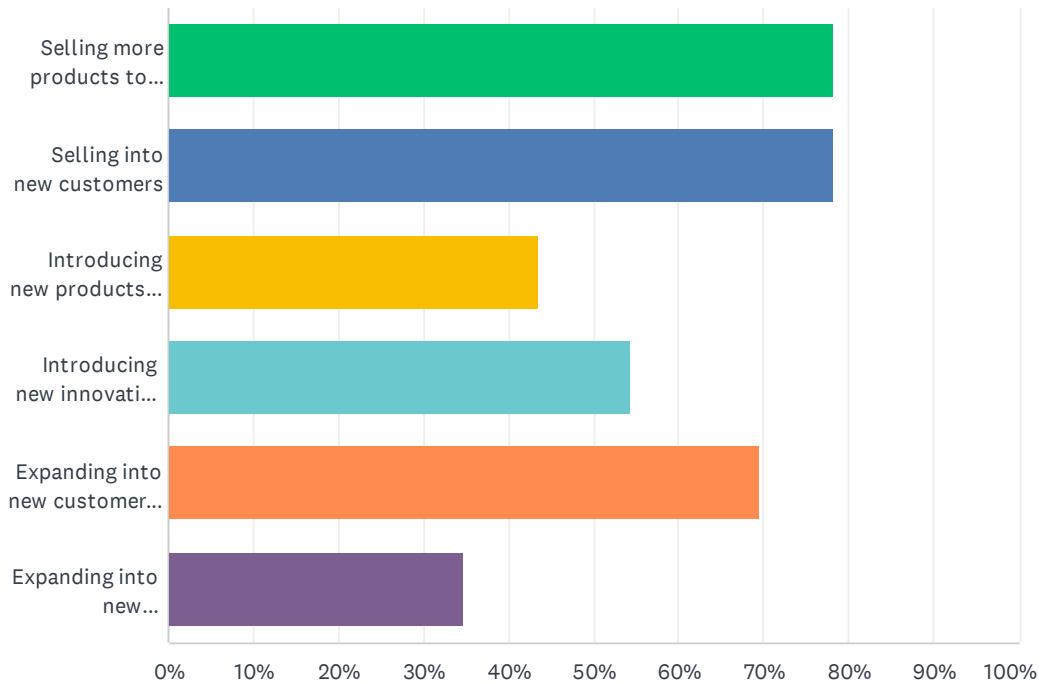
Answered: 46 Skipped: 2



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	62	2,845	46
Total Respondents: 46			

### Q10 Which of these routes do you think will be the most important drivers of your growth over the next twelve months? (Tick all that apply)

Answered: 46 Skipped: 2

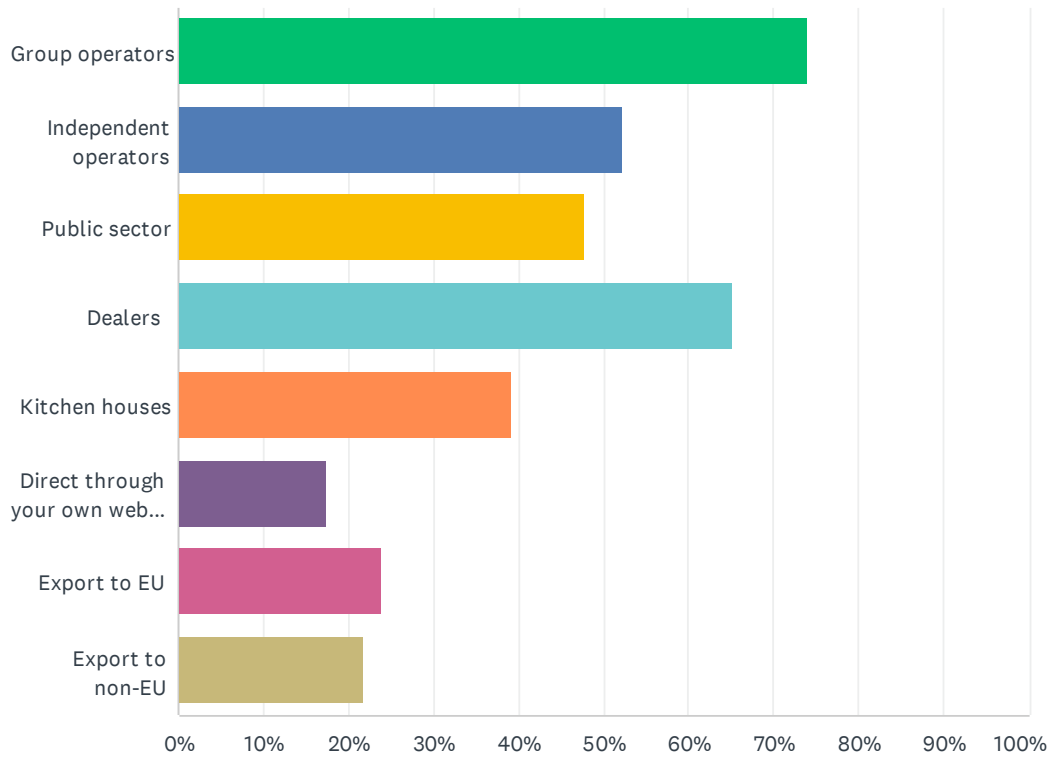


ANSWER CHOICES	RESPONSES	
Selling more products to existing customers	78.26%	36
Selling into new customers	78.26%	36
Introducing new products to target a competitors products	43.48%	20
Introducing new innovative products to the market	54.35%	25
Expanding into new customer segments	69.57%	32
Expanding into new geographical regions	34.78%	16
Total Respondents: 46		



## Q11 Where will you be focussing your sales efforts during the next twelve months? (Tick all that apply)

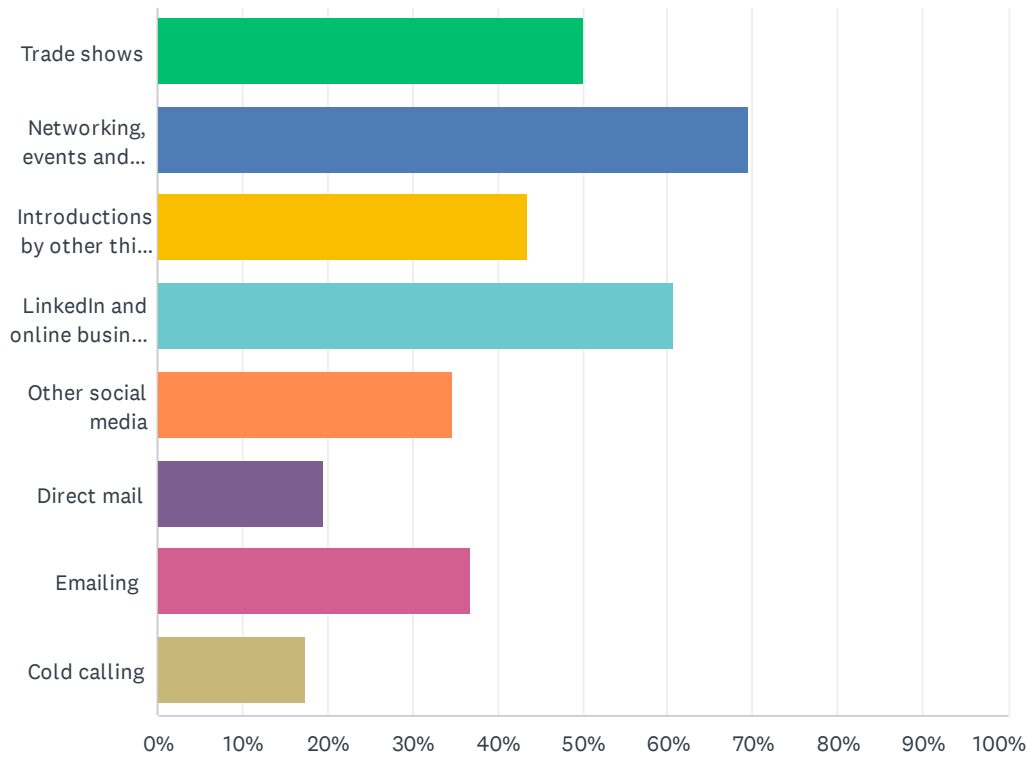
Answered: 46 Skipped: 2



ANSWER CHOICES	RESPONSES	
Group operators	73.91%	34
Independent operators	52.17%	24
Public sector	47.83%	22
Dealers	65.22%	30
Kitchen houses	39.13%	18
Direct through your own web presence	17.39%	8
Export to EU	23.91%	11
Export to non-EU	21.74%	10
Total Respondents: 46		

## Q12 How do you anticipate your sales team will make contact with new buyers in the future? (Select up to three)

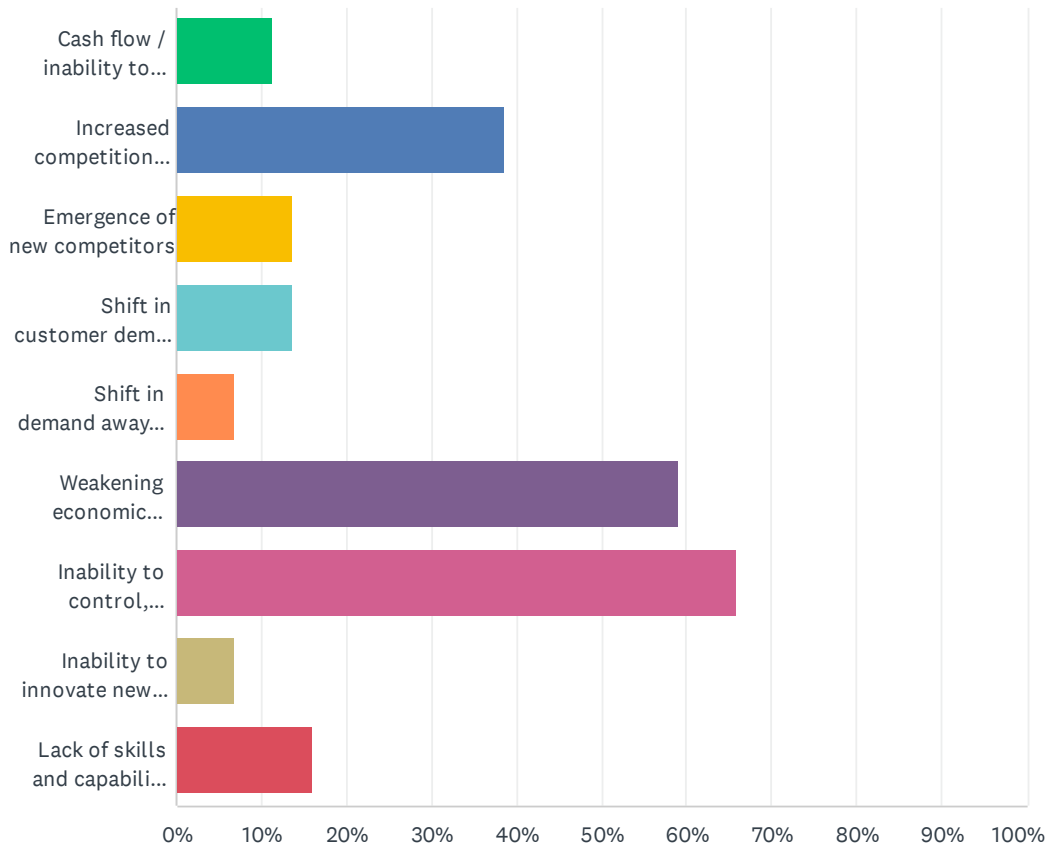
Answered: 46 Skipped: 2



ANSWER CHOICES	RESPONSES	
Trade shows	50.00%	23
Networking, events and conferences	69.57%	32
Introductions by other third parties	43.48%	20
LinkedIn and online business platforms	60.87%	28
Other social media	34.78%	16
Direct mail	19.57%	9
Emailing	36.96%	17
Cold calling	17.39%	8
Total Respondents: 46		

### Q13 Which of the following options represent the greatest threat to your growth in the current climate? (Select up to three)

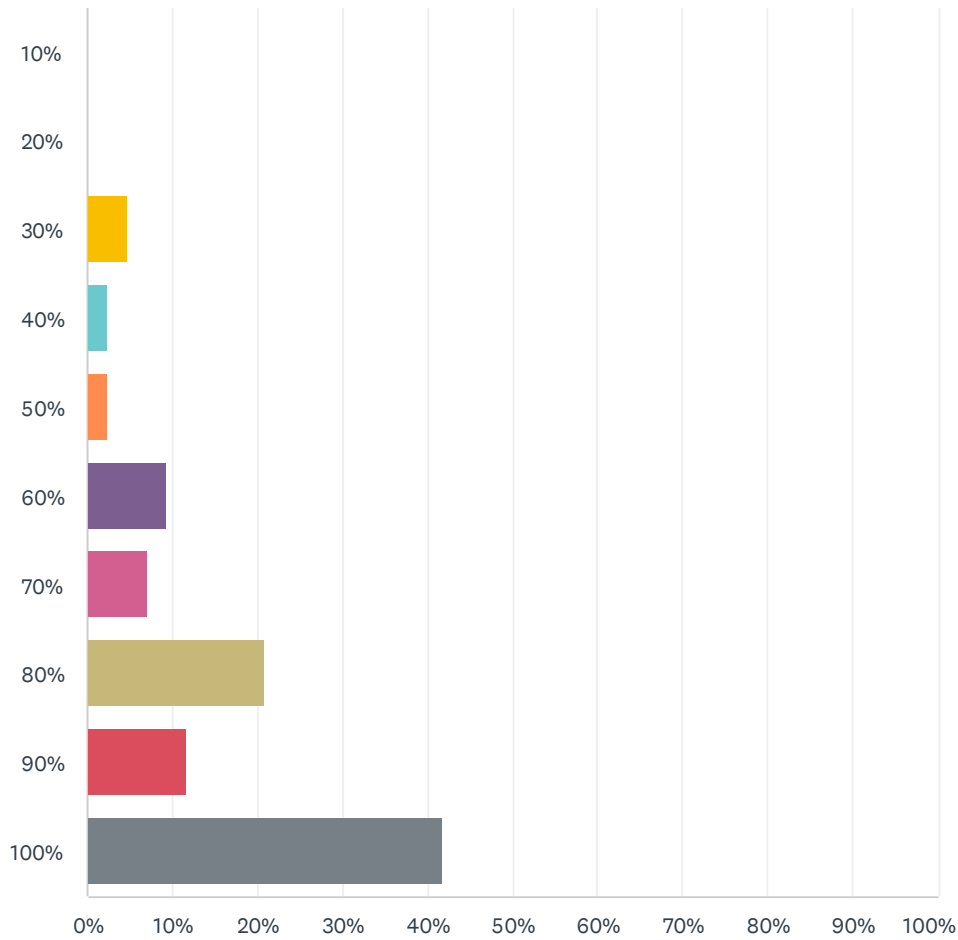
Answered: 44 Skipped: 4



ANSWER CHOICES	RESPONSES	
Cash flow / inability to secure investment	11.36%	5
Increased competition from existing competitors	38.64%	17
Emergence of new competitors	13.64%	6
Shift in customer demand away from your products	13.64%	6
Shift in demand away from your / your customers' brands	6.82%	3
Weakening economic environment	59.09%	26
Inability to control, mitigate or pass on cost increases	65.91%	29
Inability to innovate new products	6.82%	3
Lack of skills and capability in sales and negotiation	15.91%	7
Total Respondents: 44		

## Q14 Compared to your pre-Covid sales what are your current sales as a % ?

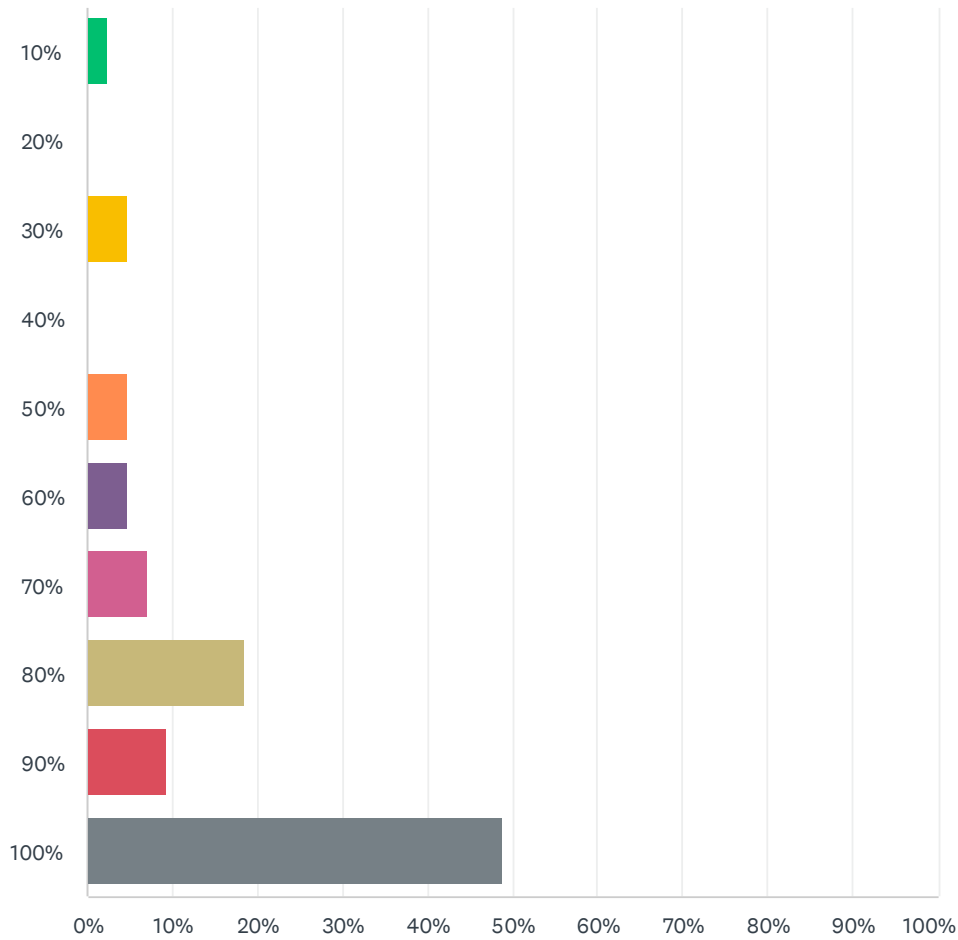
Answered: 43 Skipped: 5



ANSWER CHOICES	RESPONSES	
10%	0.00%	0
20%	0.00%	0
30%	4.65%	2
40%	2.33%	1
50%	2.33%	1
60%	9.30%	4
70%	6.98%	3
80%	20.93%	9
90%	11.63%	5
100%	41.86%	18
TOTAL		43

### Q15 What % of your pre-Covid sales do you expect to achieve in six months time?

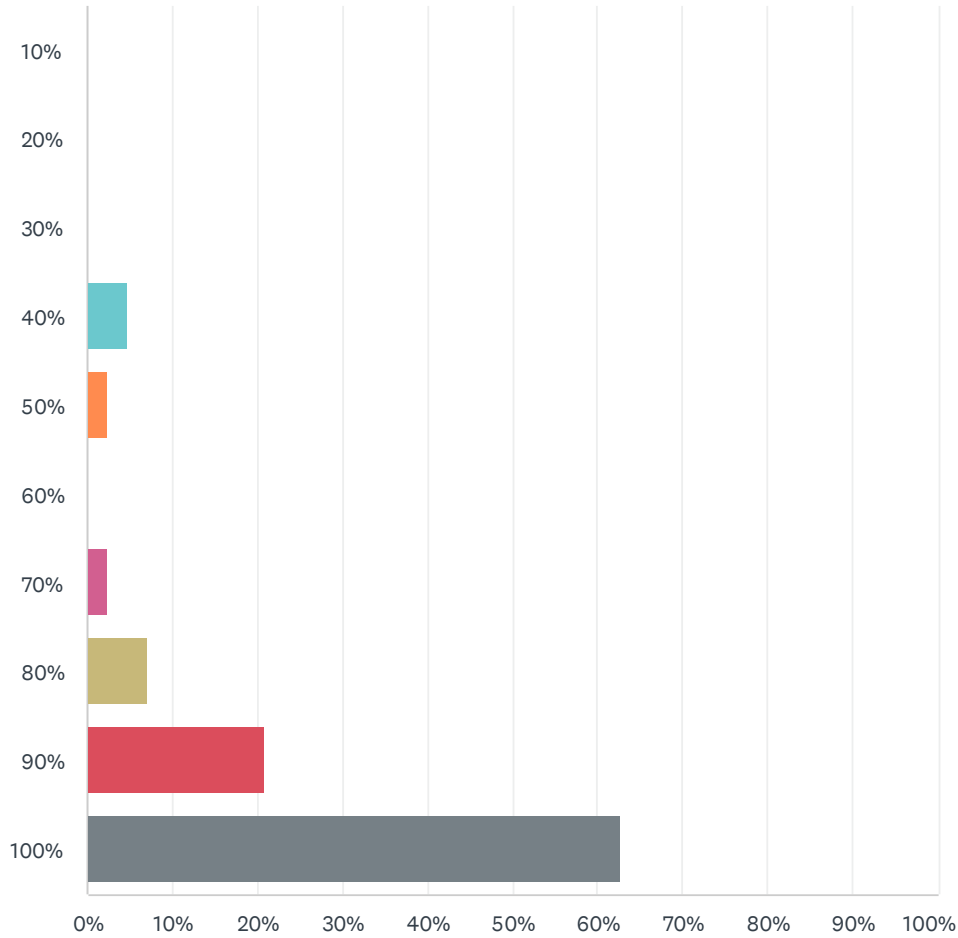
Answered: 43 Skipped: 5



ANSWER CHOICES	RESPONSES	
10%	2.33%	1
20%	0.00%	0
30%	4.65%	2
40%	0.00%	0
50%	4.65%	2
60%	4.65%	2
70%	6.98%	3
80%	18.60%	8
90%	9.30%	4
100%	48.84%	21
<b>TOTAL</b>		<b>43</b>

## Q16 What % of your pre-Covid sales do you expect to achieve in twelve months time?

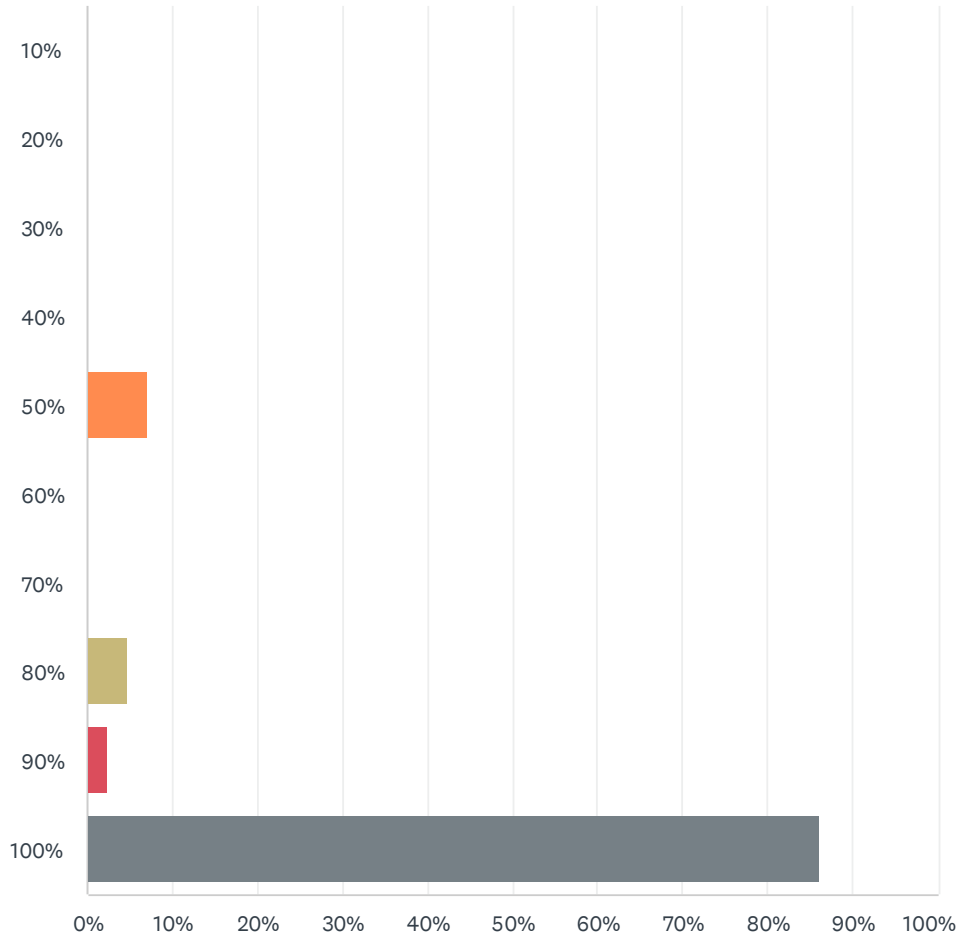
Answered: 43 Skipped: 5



ANSWER CHOICES	RESPONSES
10%	0.00% 0
20%	0.00% 0
30%	0.00% 0
40%	4.65% 2
50%	2.33% 1
60%	0.00% 0
70%	2.33% 1
80%	6.98% 3
90%	20.93% 9
100%	62.79% 27
<b>TOTAL</b>	<b>43</b>

## Q17 What % of your pre-Covid sales do you expect to achieve in eighteen months time?

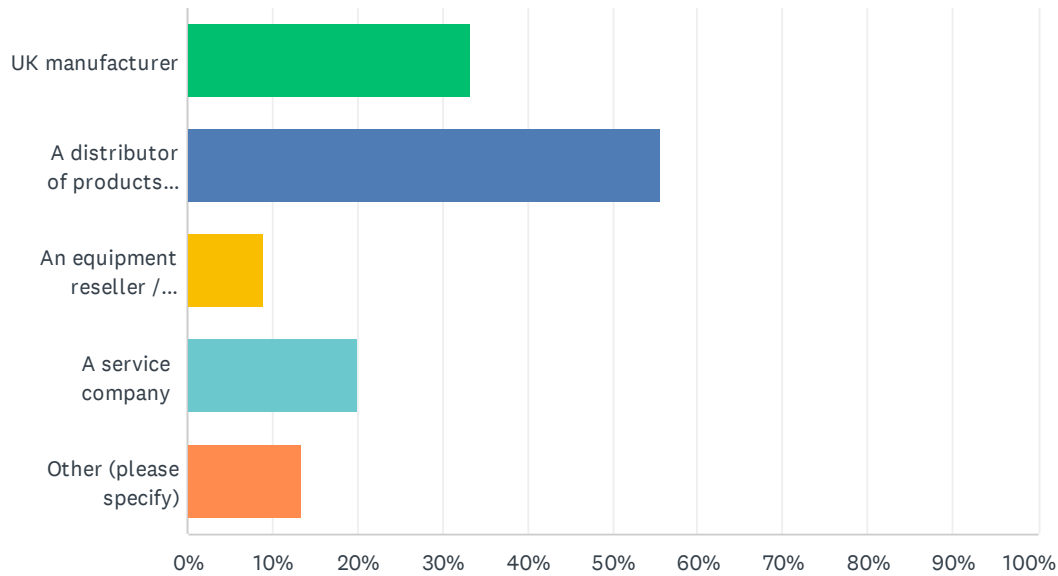
Answered: 43 Skipped: 5



ANSWER CHOICES	RESPONSES	
10%	0.00%	0
20%	0.00%	0
30%	0.00%	0
40%	0.00%	0
50%	6.98%	3
60%	0.00%	0
70%	0.00%	0
80%	4.65%	2
90%	2.33%	1
100%	86.05%	37
<b>TOTAL</b>		<b>43</b>

## Q18 Which of the following descriptions applies to your business? (Select all that apply)

Answered: 45 Skipped: 3

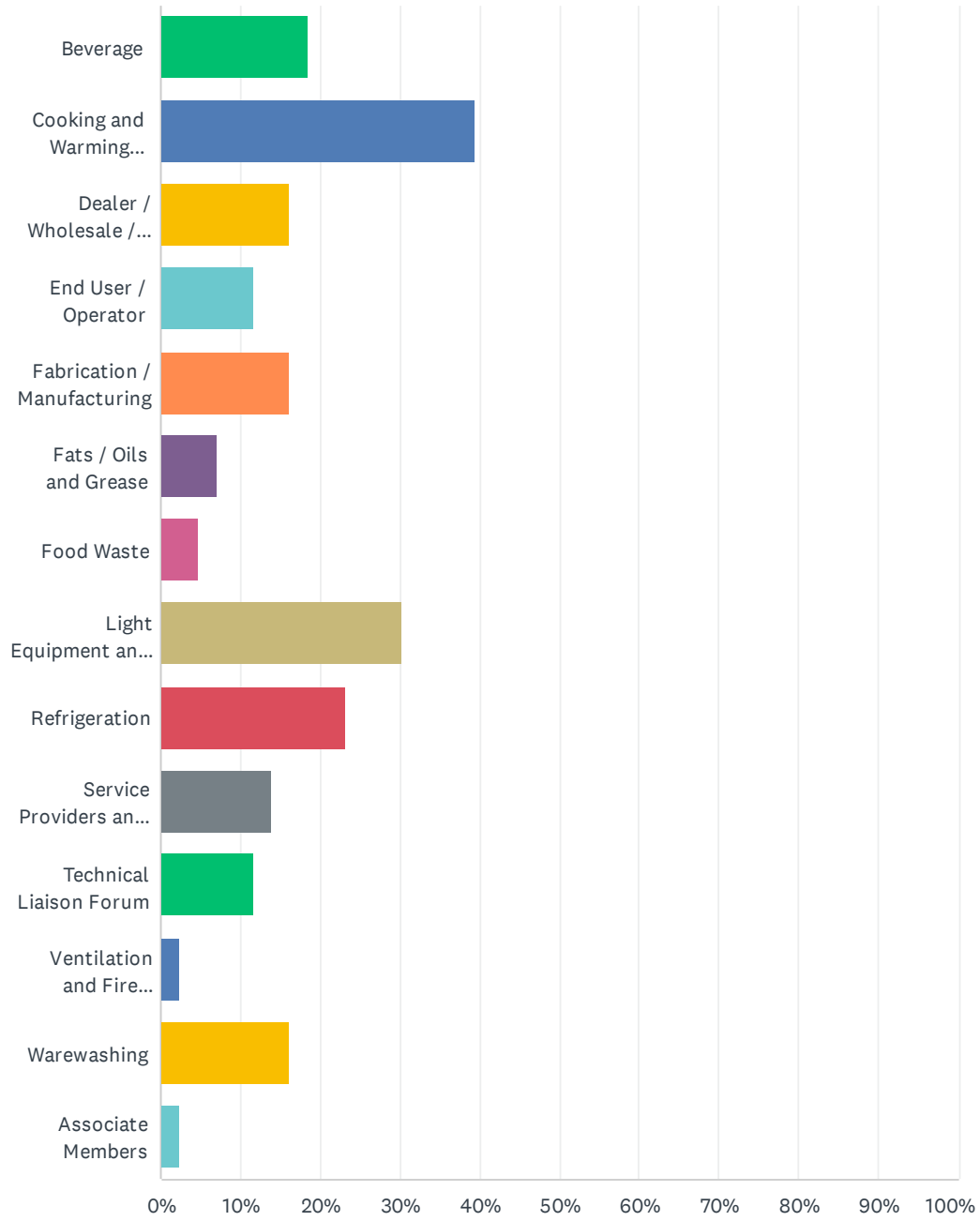


ANSWER CHOICES	RESPONSES	
UK manufacturer	33.33%	15
A distributor of products manufactured outside of the UK	55.56%	25
An equipment reseller / dealer	8.89%	4
A service company	20.00%	9
Other (please specify)	13.33%	6
Total Respondents: 45		



Q19 What FEA Product Groups do you participate in? Tick all that apply.

Answered: 43 Skipped: 5

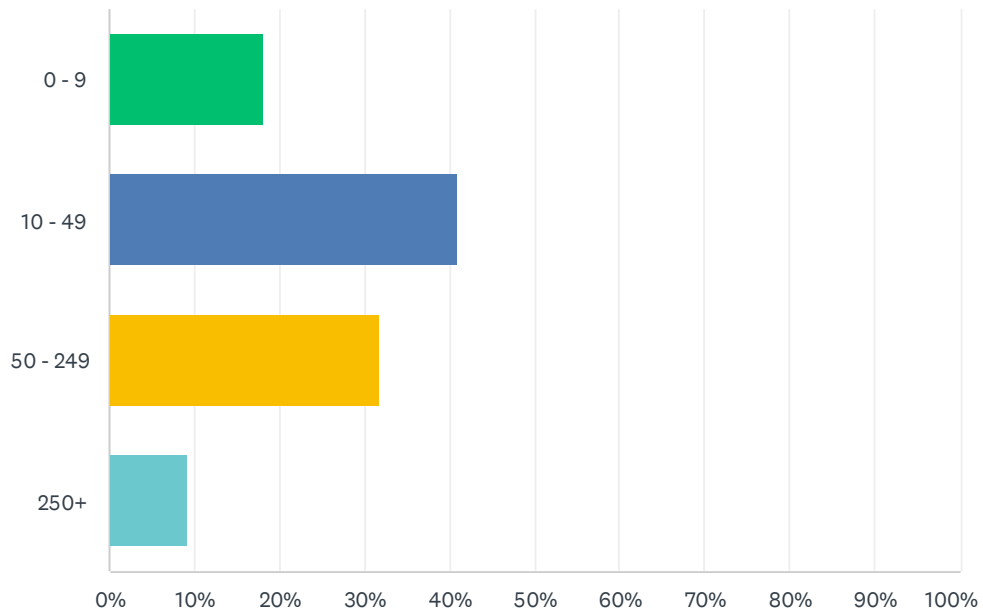


FEA Outlook: Quarter Two 2021

ANSWER CHOICES	RESPONSES	
Beverage	18.60%	8
Cooking and Warming Equipment	39.53%	17
Dealer / Wholesale / Design	16.28%	7
End User / Operator	11.63%	5
Fabrication / Manufacturing	16.28%	7
Fats / Oils and Grease	6.98%	3
Food Waste	4.65%	2
Light Equipment and Tableware	30.23%	13
Refrigeration	23.26%	10
Service Providers and Spare Parts	13.95%	6
Technical Liaison Forum	11.63%	5
Ventilation and Fire Suppression	2.33%	1
Warewashing	16.28%	7
Associate Members	2.33%	1
Total Respondents: 43		

## Q20 How many staff do you employ?

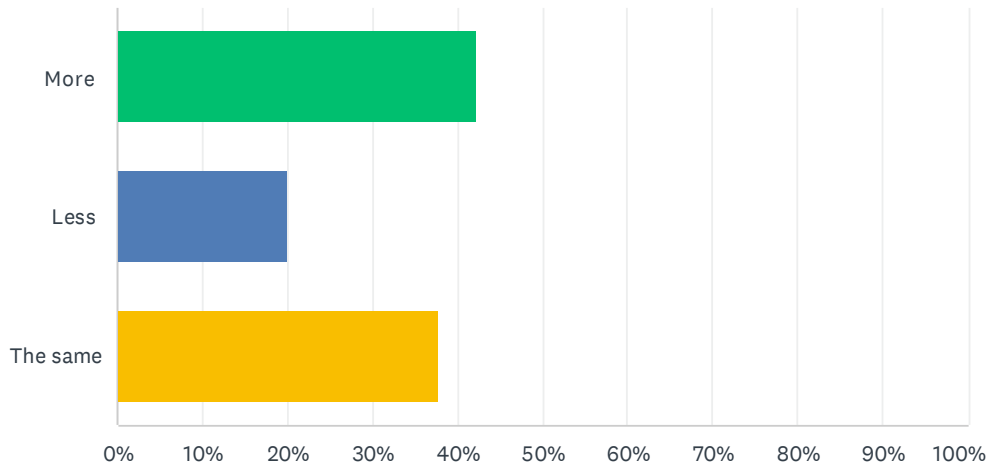
Answered: 44 Skipped: 4



ANSWER CHOICES	RESPONSES	
0 - 9	18.18%	8
10 - 49	40.91%	18
50 - 249	31.82%	14
250+	9.09%	4
<b>TOTAL</b>		<b>44</b>

## Q21 Compared to last quarter do you employ more, less or the same amount of employees?

Answered: 45 Skipped: 3



ANSWER CHOICES	RESPONSES	
More	42.22%	19
Less	20.00%	9
The same	37.78%	17
TOTAL		45