

Q1 Name

Answered: 20 Skipped: 0

Q2 Job title

Answered: 20 Skipped: 0

Q3 Company

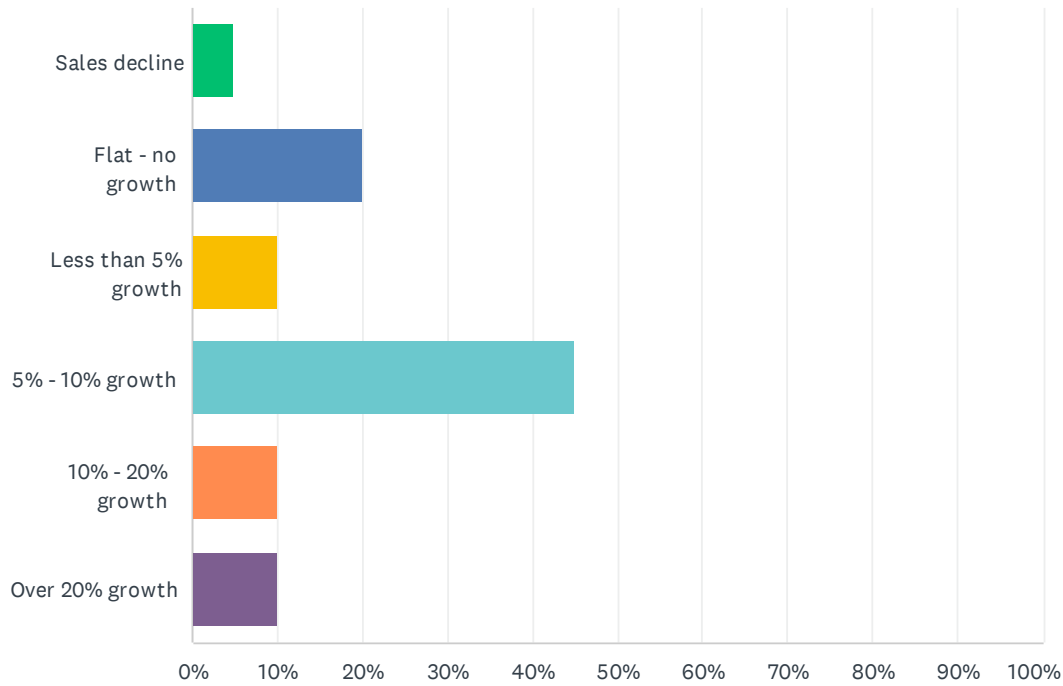
Answered: 20 Skipped: 0

Q4 Email

Answered: 20 Skipped: 0

Q5 What level of growth are you anticipating for your business over the next 12 months?

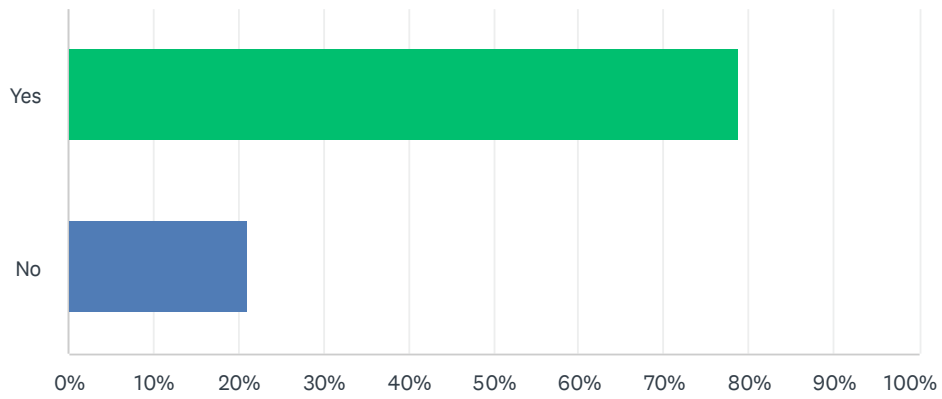
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|---------------------|-----------|-----------|
| Sales decline | 5.00% | 1 |
| Flat - no growth | 20.00% | 4 |
| Less than 5% growth | 10.00% | 2 |
| 5% - 10% growth | 45.00% | 9 |
| 10% - 20% growth | 10.00% | 2 |
| Over 20% growth | 10.00% | 2 |
| TOTAL | | 20 |

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

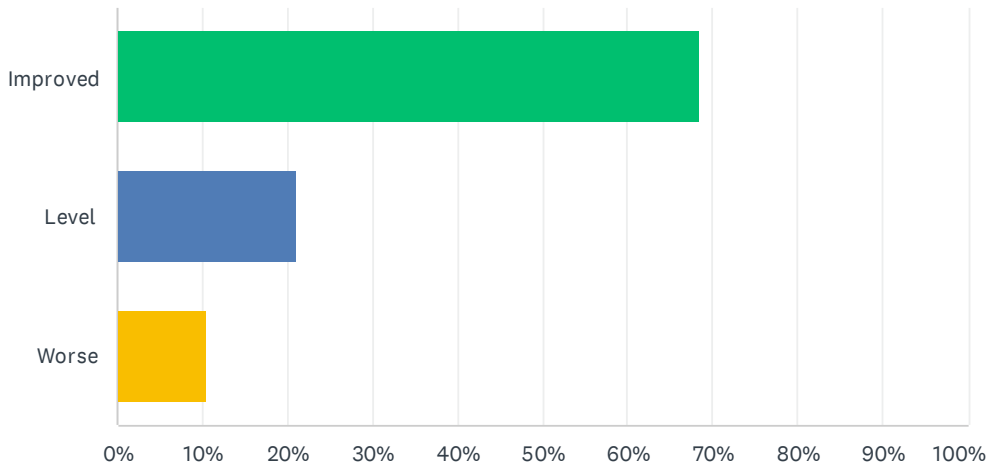
Answered: 19 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 78.95% | 15 |
| No | 21.05% | 4 |
| TOTAL | | 19 |

Q7 How did your sales from Q3 2022 (July, August, September) compare to the same same quarter in 2021?

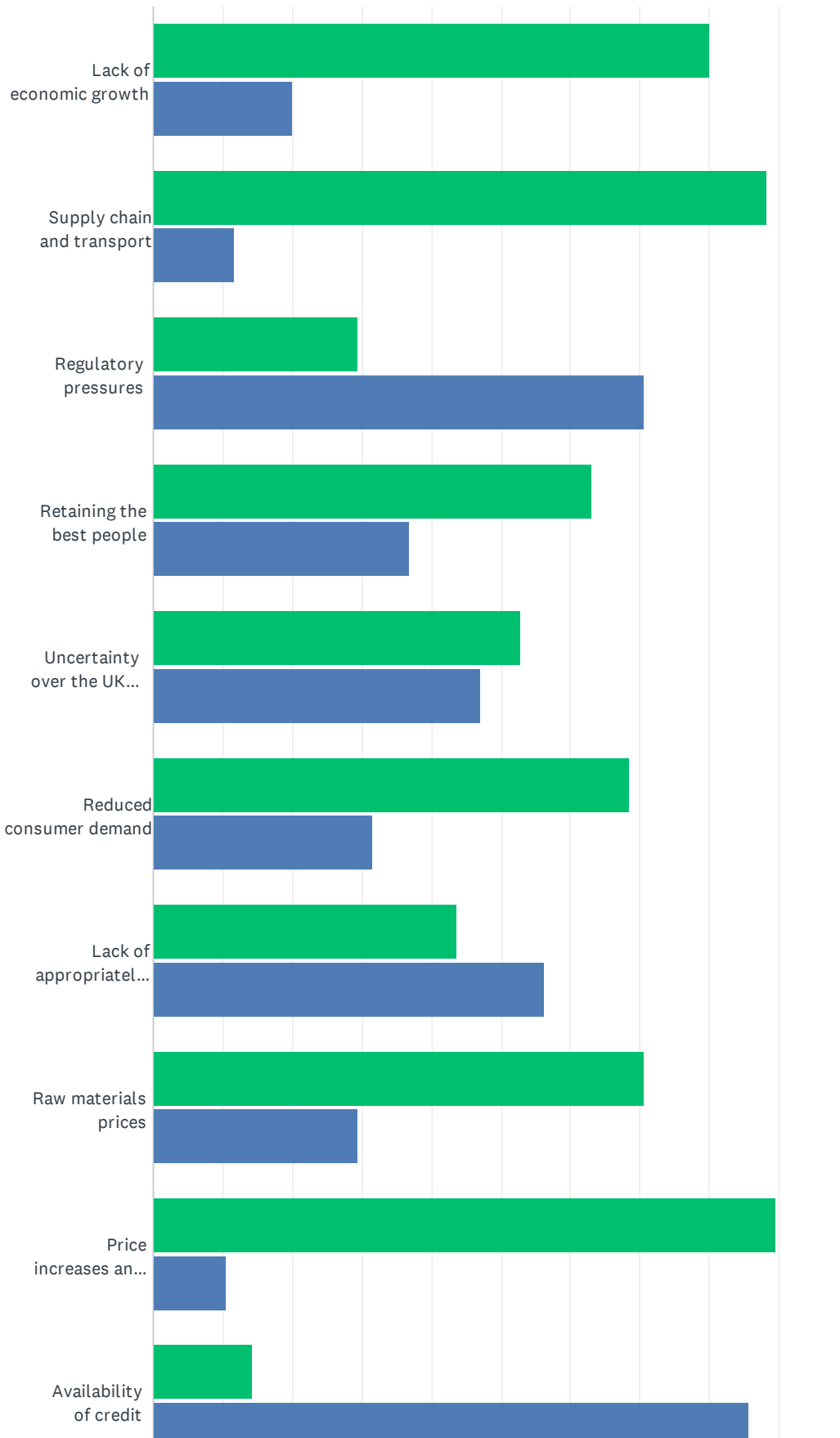
Answered: 19 Skipped: 1



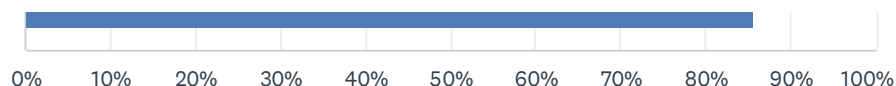
| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Improved | | 68.42% | 13 |
| Level | | 21.05% | 4 |
| Worse | | 10.53% | 2 |
| TOTAL | | | 19 |

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

Answered: 20 Skipped: 0



FEA Outlook: Quarter Three 2022 (July, August, September)

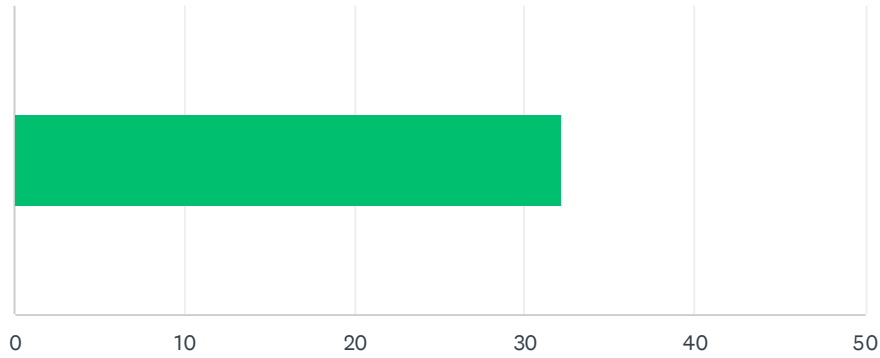


■ Major conc...
 ■ No concern

| | MAJOR CONCERN | NO CONCERN | TOTAL | WEIGHTED AVERAGE |
|--|---------------|--------------|-------|------------------|
| Lack of economic growth | 80.00% 16 | 20.00% 4 | 20 | 1.20 |
| Supply chain and transport | 88.24% 15 | 11.76% 2 | 17 | 1.12 |
| Regulatory pressures | 29.41% 5 | 70.59% 12 | 17 | 1.71 |
| Retaining the best people | 63.16% 12 | 36.84% 7 | 19 | 1.37 |
| Uncertainty over the UK role in Europe | 52.94% 9 | 47.06% 8 | 17 | 1.47 |
| Reduced consumer demand | 68.42% 13 | 31.58% 6 | 19 | 1.32 |
| Lack of appropriately trained staff | 43.75% 7 | 56.25% 9 | 16 | 1.56 |
| Raw materials prices | 70.59% 12 | 29.41% 5 | 17 | 1.29 |
| Price increases and inflation | 89.47% 17 | 10.53% 2 | 19 | 1.11 |
| Availability of credit | 14.29% 2 | 85.71% 12 | 14 | 1.86 |

Q9 On a scale of 0 - 10 how confident are you in the economy as a business driver? (0 being low confidence and 10 being highly confident).

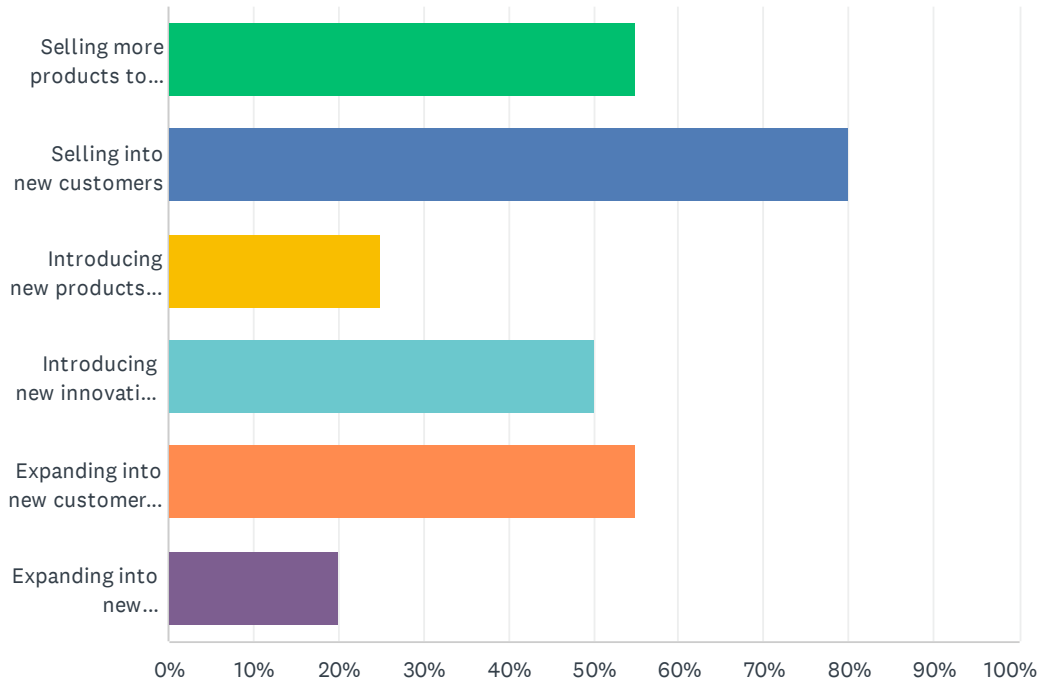
Answered: 20 Skipped: 0



| ANSWER CHOICES | AVERAGE NUMBER | TOTAL NUMBER | RESPONSES |
|-----------------------|----------------|--------------|-----------|
| | 32 | 644 | 20 |
| Total Respondents: 20 | | | |

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

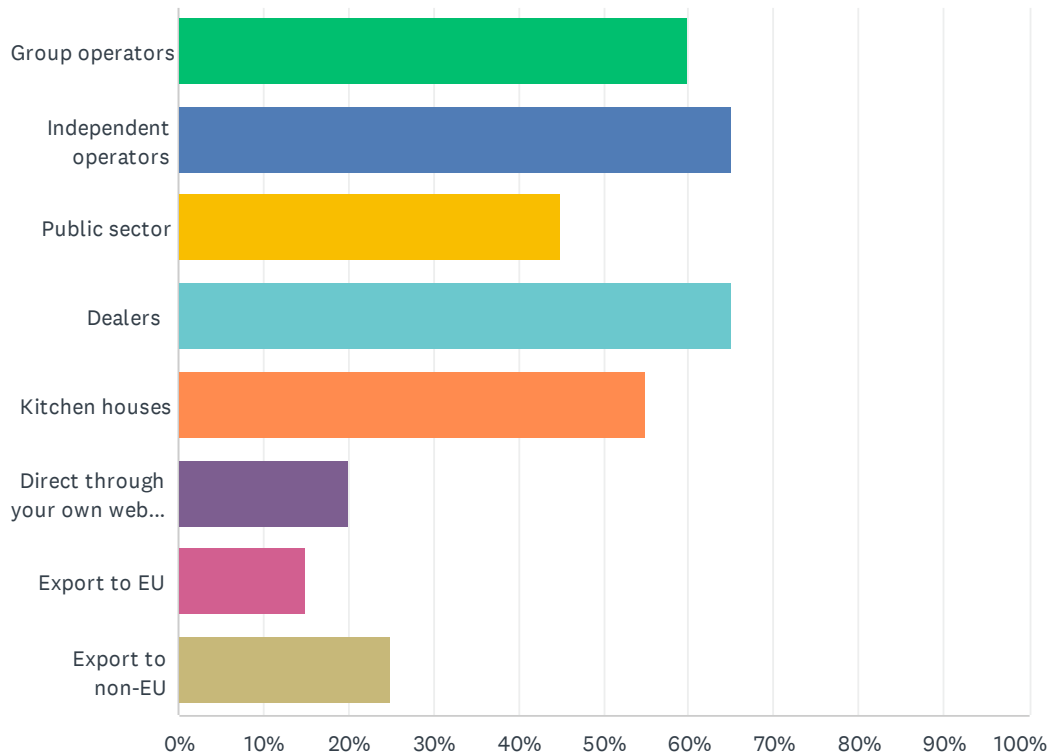
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--|-----------|----|
| Selling more products to existing customers | 55.00% | 11 |
| Selling into new customers | 80.00% | 16 |
| Introducing new products to target a competitor's products | 25.00% | 5 |
| Introducing new innovative products to the market | 50.00% | 10 |
| Expanding into new customer segments | 55.00% | 11 |
| Expanding into new geographical regions | 20.00% | 4 |
| Total Respondents: 20 | | |

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

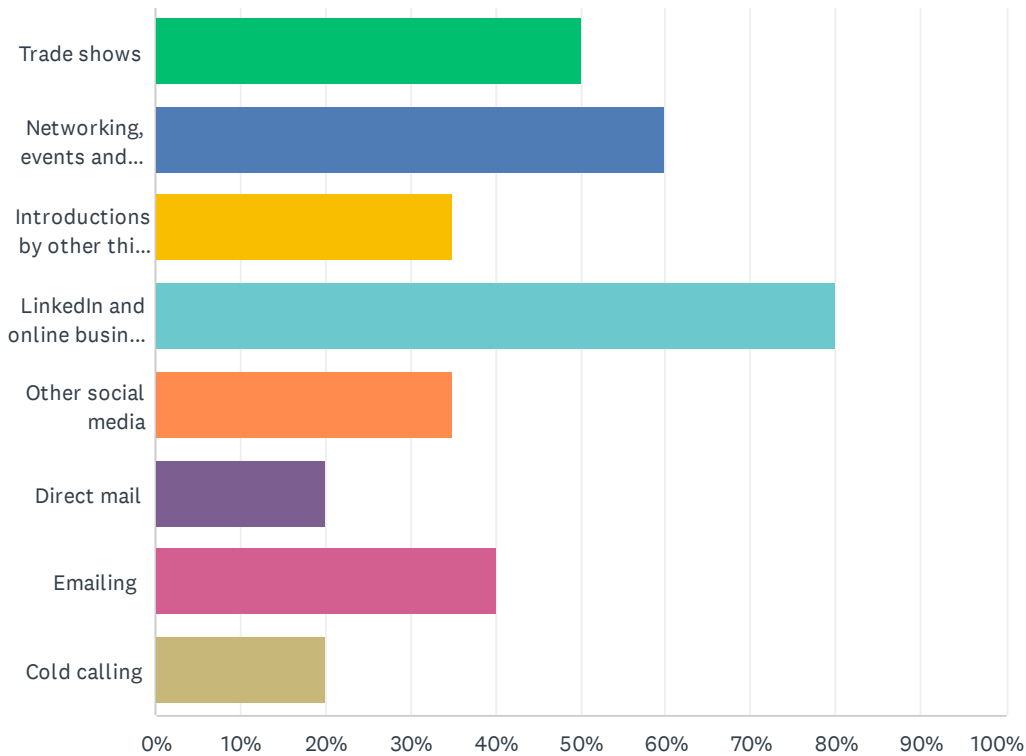
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--------------------------------------|-----------|----|
| Group operators | 60.00% | 12 |
| Independent operators | 65.00% | 13 |
| Public sector | 45.00% | 9 |
| Dealers | 65.00% | 13 |
| Kitchen houses | 55.00% | 11 |
| Direct through your own web presence | 20.00% | 4 |
| Export to EU | 15.00% | 3 |
| Export to non-EU | 25.00% | 5 |
| Total Respondents: 20 | | |

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

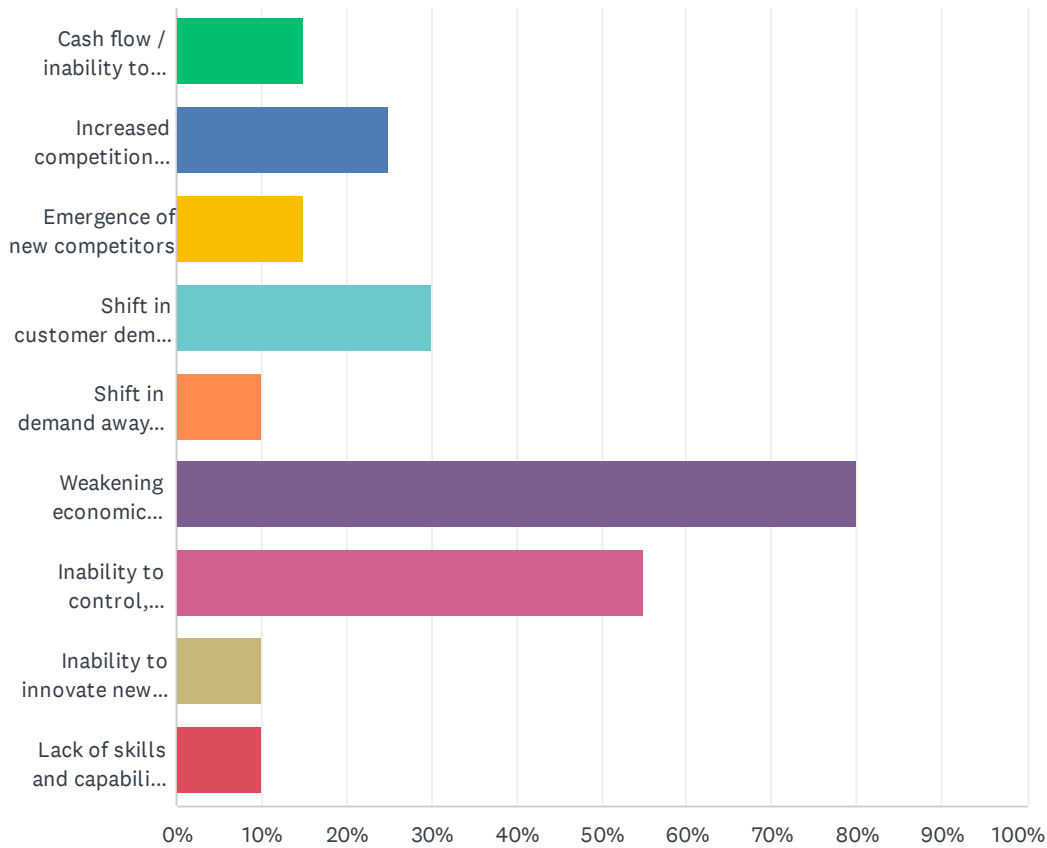
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--|-----------|----|
| Trade shows | 50.00% | 10 |
| Networking, events and conferences | 60.00% | 12 |
| Introductions by other third parties | 35.00% | 7 |
| LinkedIn and online business platforms | 80.00% | 16 |
| Other social media | 35.00% | 7 |
| Direct mail | 20.00% | 4 |
| Emailing | 40.00% | 8 |
| Cold calling | 20.00% | 4 |
| Total Respondents: 20 | | |

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

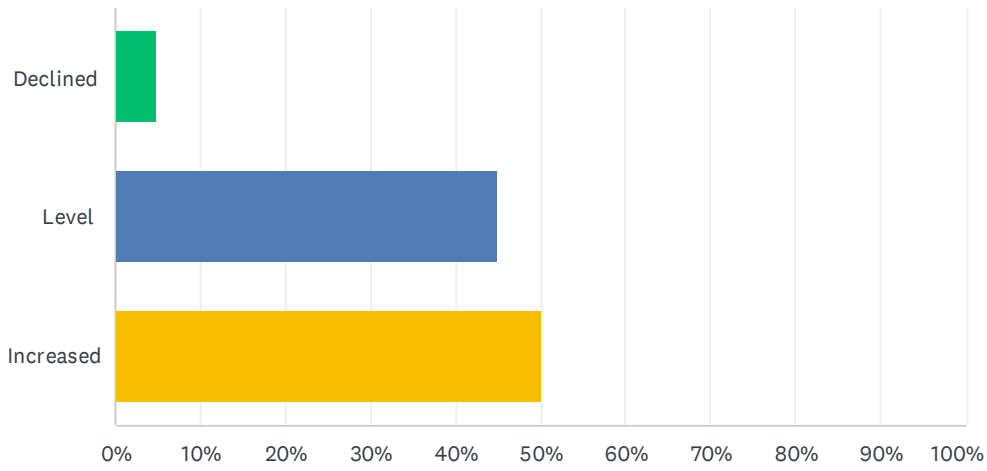
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--|-----------|----|
| Cash flow / inability to secure investment | 15.00% | 3 |
| Increased competition from existing competitors | 25.00% | 5 |
| Emergence of new competitors | 15.00% | 3 |
| Shift in customer demand away from your products | 30.00% | 6 |
| Shift in demand away from your / your customers' brands | 10.00% | 2 |
| Weakening economic environment | 80.00% | 16 |
| Inability to control, mitigate or pass on cost increases | 55.00% | 11 |
| Inability to innovate new products | 10.00% | 2 |
| Lack of skills and capability in sales and negotiation | 10.00% | 2 |
| Total Respondents: 20 | | |

Q14 How do your current level of sales compare to the previous six months?

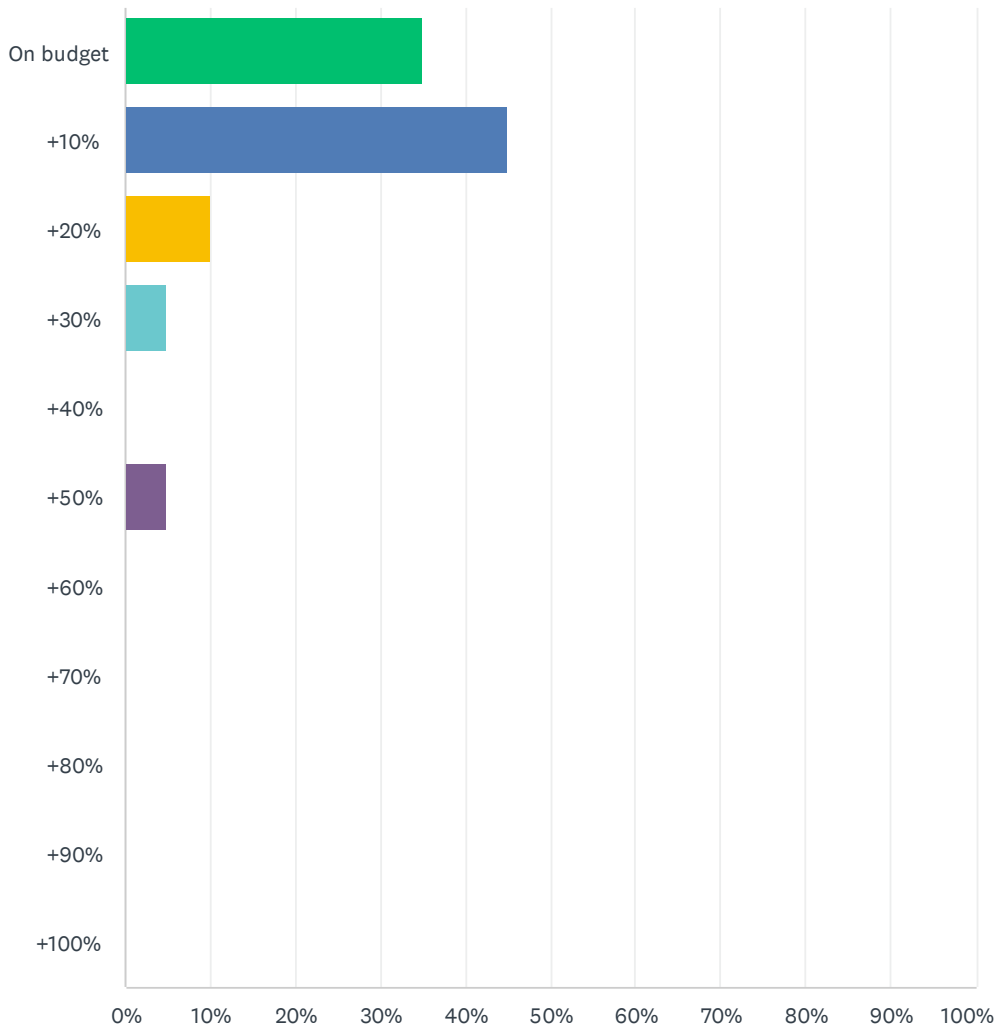
Answered: 20 Skipped: 0



| ANSWER CHOICES | | RESPONSES | |
|----------------|--|-----------|----|
| Declined | | 5.00% | 1 |
| Level | | 45.00% | 9 |
| Increased | | 50.00% | 10 |
| TOTAL | | | 20 |

Q15 What level of projected sales do you expect to achieve in six months time?

Answered: 20 Skipped: 0

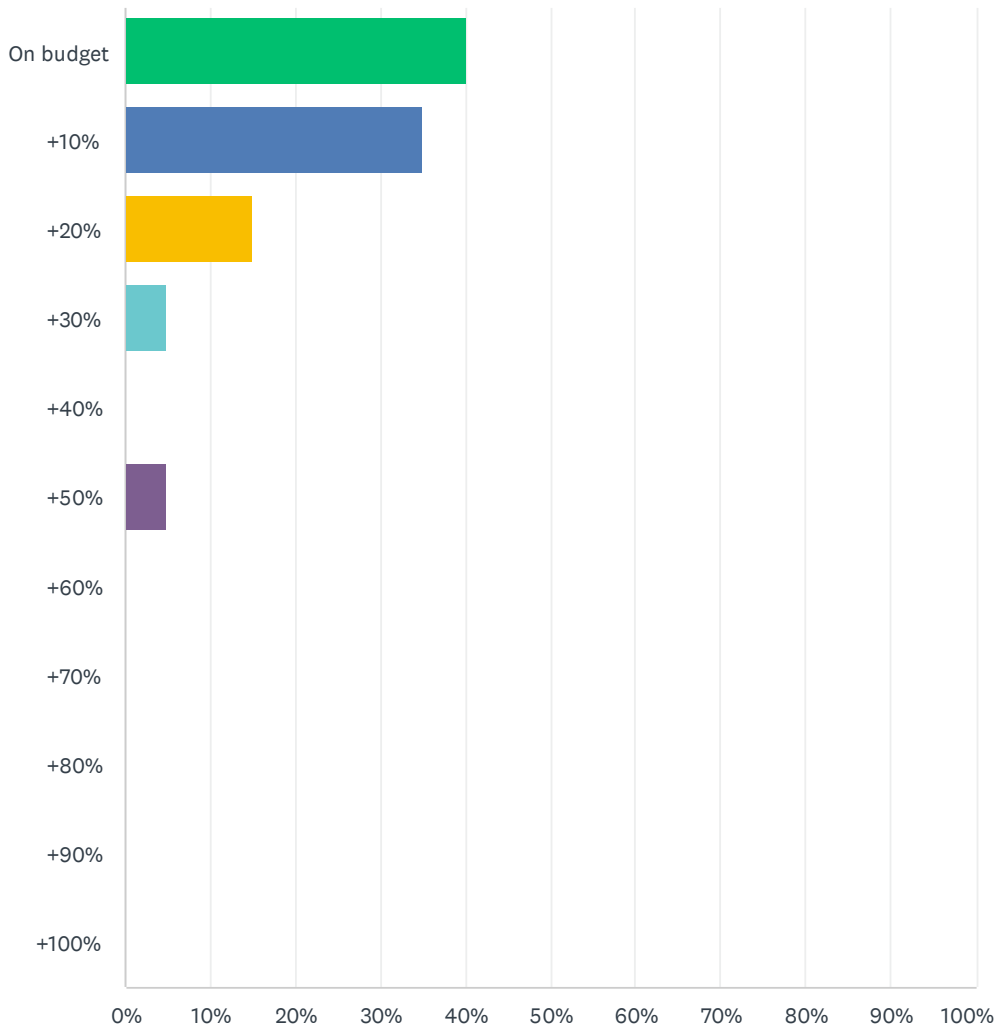


FEA Outlook: Quarter Three 2022 (July, August, September)

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| On budget | 35.00% | 7 |
| +10% | 45.00% | 9 |
| +20% | 10.00% | 2 |
| +30% | 5.00% | 1 |
| +40% | 0.00% | 0 |
| +50% | 5.00% | 1 |
| +60% | 0.00% | 0 |
| +70% | 0.00% | 0 |
| +80% | 0.00% | 0 |
| +90% | 0.00% | 0 |
| +100% | 0.00% | 0 |
| TOTAL | | 20 |

Q16 What level of projected sales do you expect to achieve in twelve months time?

Answered: 20 Skipped: 0

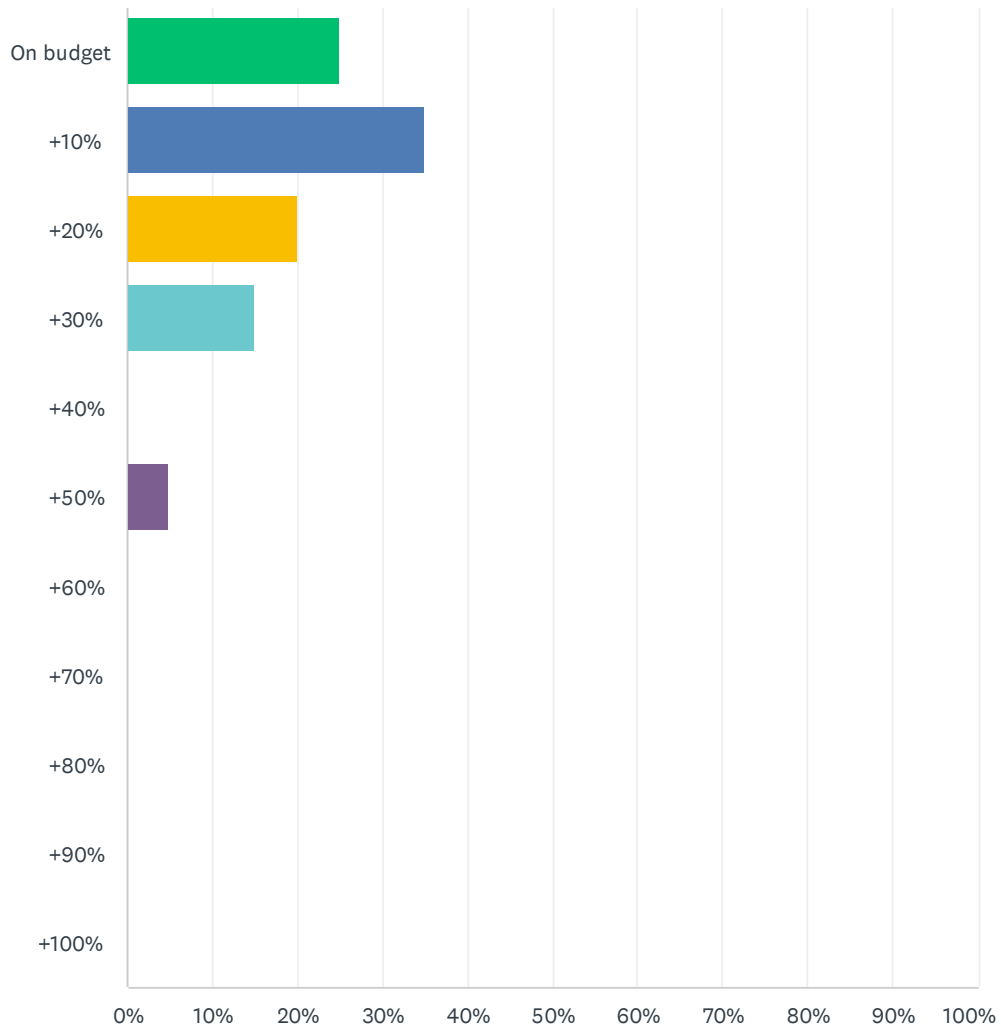


FEA Outlook: Quarter Three 2022 (July, August, September)

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| On budget | 40.00% | 8 |
| +10% | 35.00% | 7 |
| +20% | 15.00% | 3 |
| +30% | 5.00% | 1 |
| +40% | 0.00% | 0 |
| +50% | 5.00% | 1 |
| +60% | 0.00% | 0 |
| +70% | 0.00% | 0 |
| +80% | 0.00% | 0 |
| +90% | 0.00% | 0 |
| +100% | 0.00% | 0 |
| TOTAL | | 20 |

Q17 What level of projected sales do you expect to achieve in eighteen months time?

Answered: 20 Skipped: 0

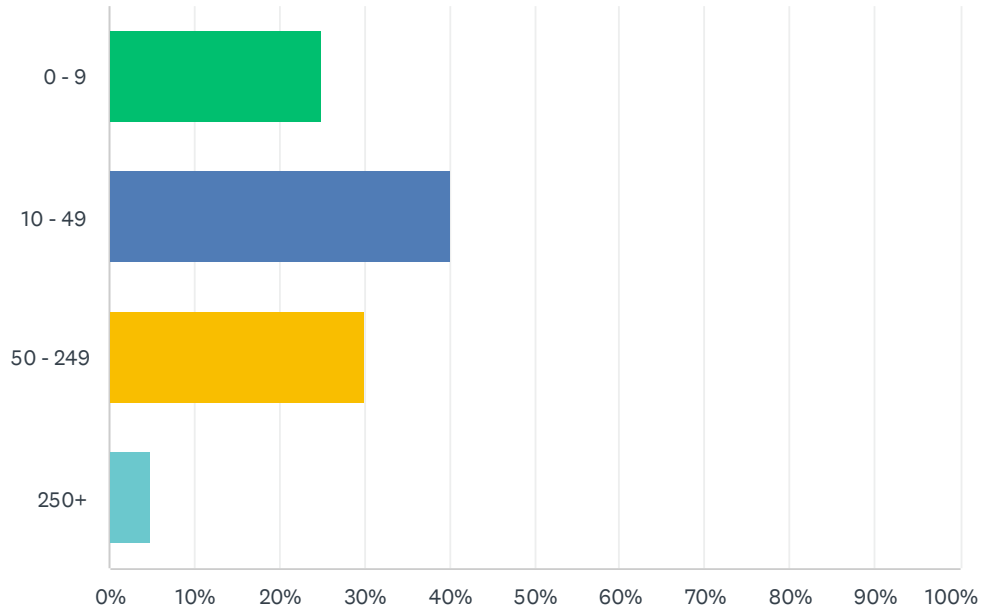


FEA Outlook: Quarter Three 2022 (July, August, September)

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| On budget | 25.00% | 5 |
| +10% | 35.00% | 7 |
| +20% | 20.00% | 4 |
| +30% | 15.00% | 3 |
| +40% | 0.00% | 0 |
| +50% | 5.00% | 1 |
| +60% | 0.00% | 0 |
| +70% | 0.00% | 0 |
| +80% | 0.00% | 0 |
| +90% | 0.00% | 0 |
| +100% | 0.00% | 0 |
| TOTAL | | 20 |

Q18 How many staff do you employ?

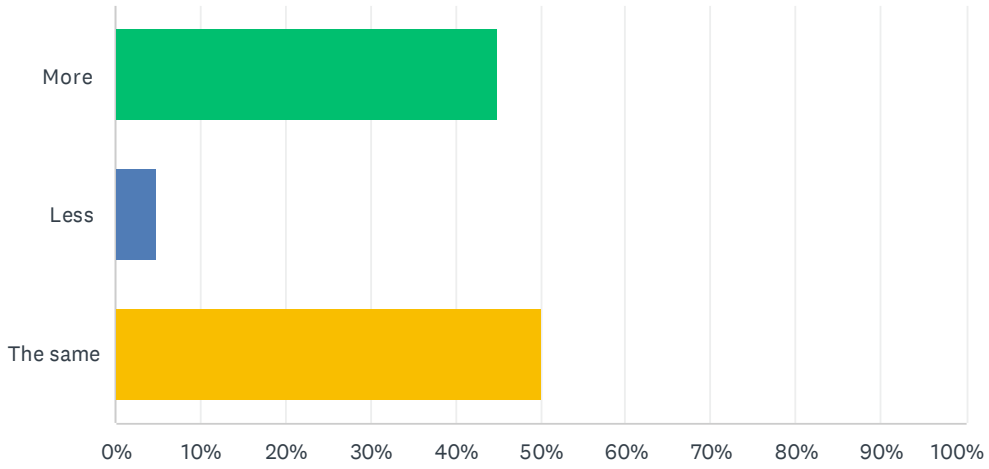
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| 0 - 9 | 25.00% | 5 |
| 10 - 49 | 40.00% | 8 |
| 50 - 249 | 30.00% | 6 |
| 250+ | 5.00% | 1 |
| TOTAL | | 20 |

Q19 Compared to Q2 2022 do you employ more, less or the same amount of employees?

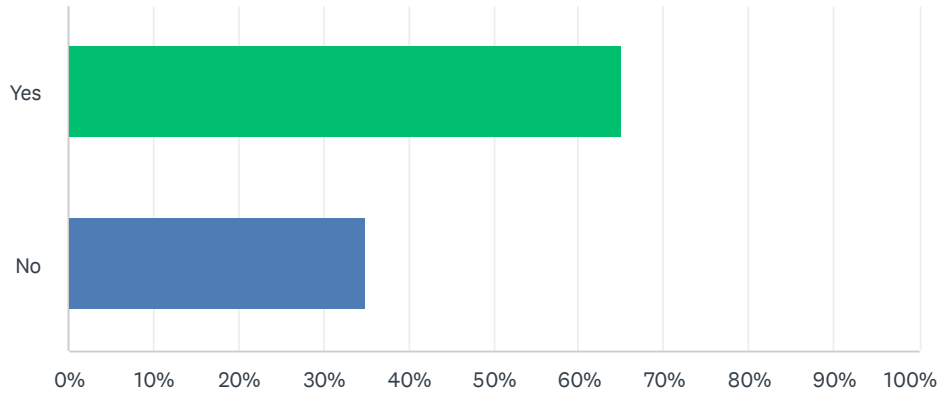
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| More | 45.00% | 9 |
| Less | 5.00% | 1 |
| The same | 50.00% | 10 |
| TOTAL | | 20 |

Q20 Are you experiencing difficulties in finding staff?

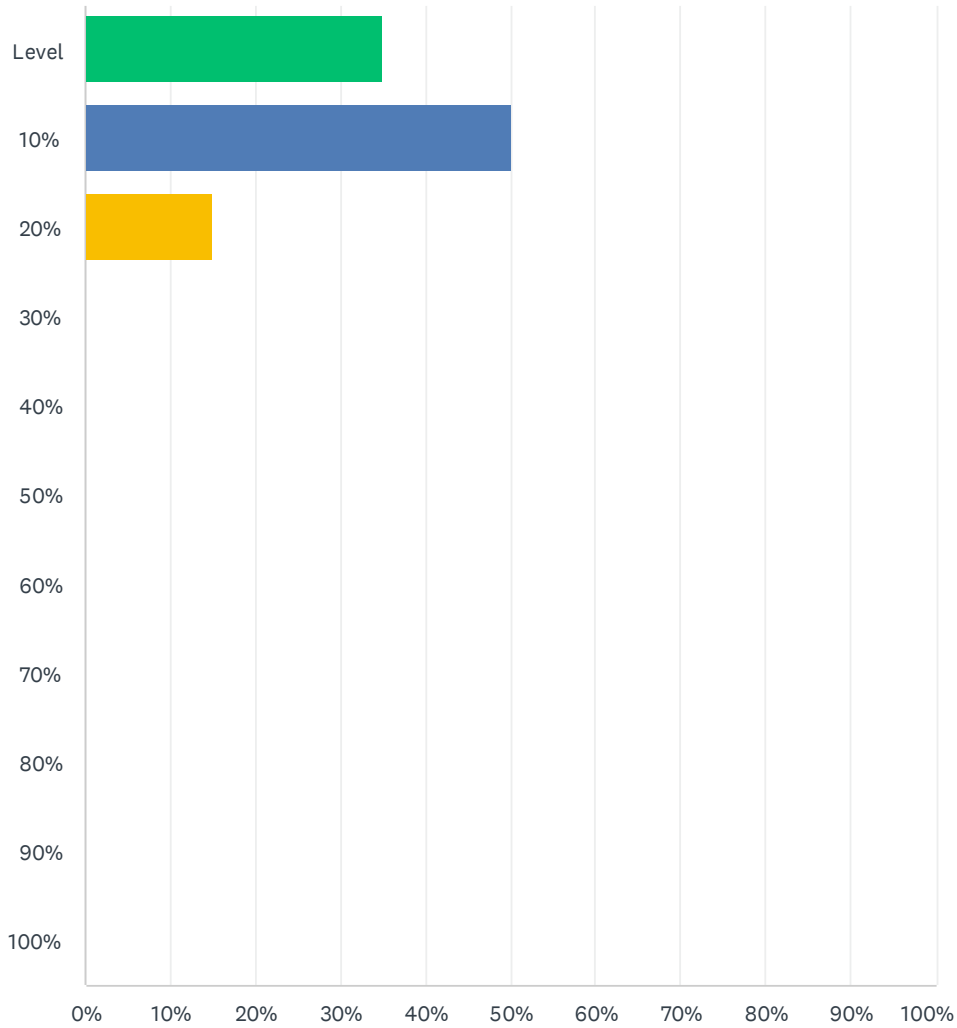
Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 65.00% | 13 |
| No | 35.00% | 7 |
| TOTAL | | 20 |

Q21 Have you increased average employee wages to either retain or employ new staff members in the last three months? If so by how much?

Answered: 20 Skipped: 0

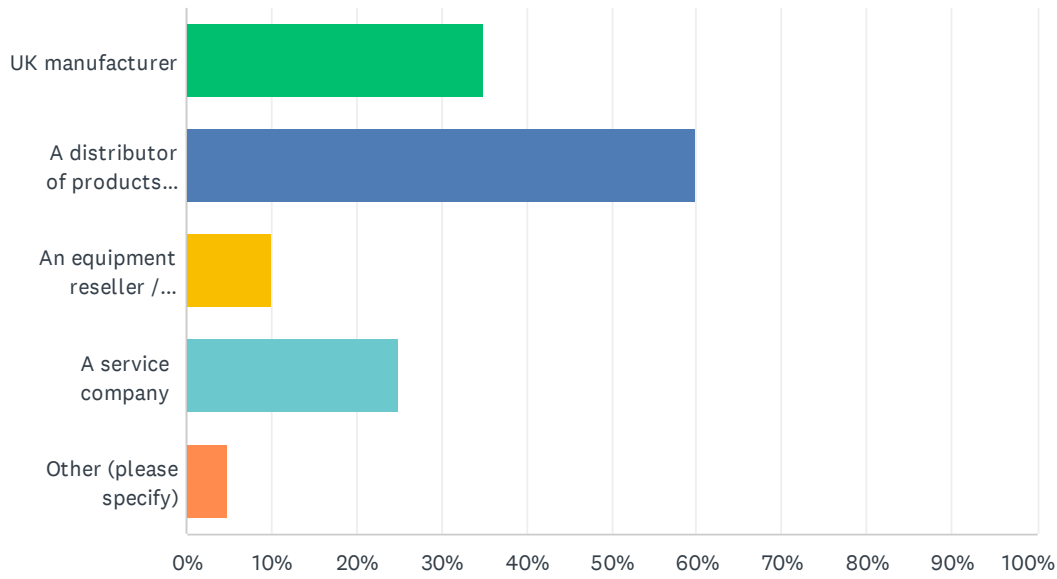


FEA Outlook: Quarter Three 2022 (July, August, September)

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Level | 35.00% | 7 |
| 10% | 50.00% | 10 |
| 20% | 15.00% | 3 |
| 30% | 0.00% | 0 |
| 40% | 0.00% | 0 |
| 50% | 0.00% | 0 |
| 60% | 0.00% | 0 |
| 70% | 0.00% | 0 |
| 80% | 0.00% | 0 |
| 90% | 0.00% | 0 |
| 100% | 0.00% | 0 |
| TOTAL | | 20 |

Q22 Which of the following descriptions applies to your business? (Select all that apply)

Answered: 20 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|--|-----------|----|
| UK manufacturer | 35.00% | 7 |
| A distributor of products manufactured outside of the UK | 60.00% | 12 |
| An equipment reseller / dealer | 10.00% | 2 |
| A service company | 25.00% | 5 |
| Other (please specify) | 5.00% | 1 |
| Total Respondents: 20 | | |