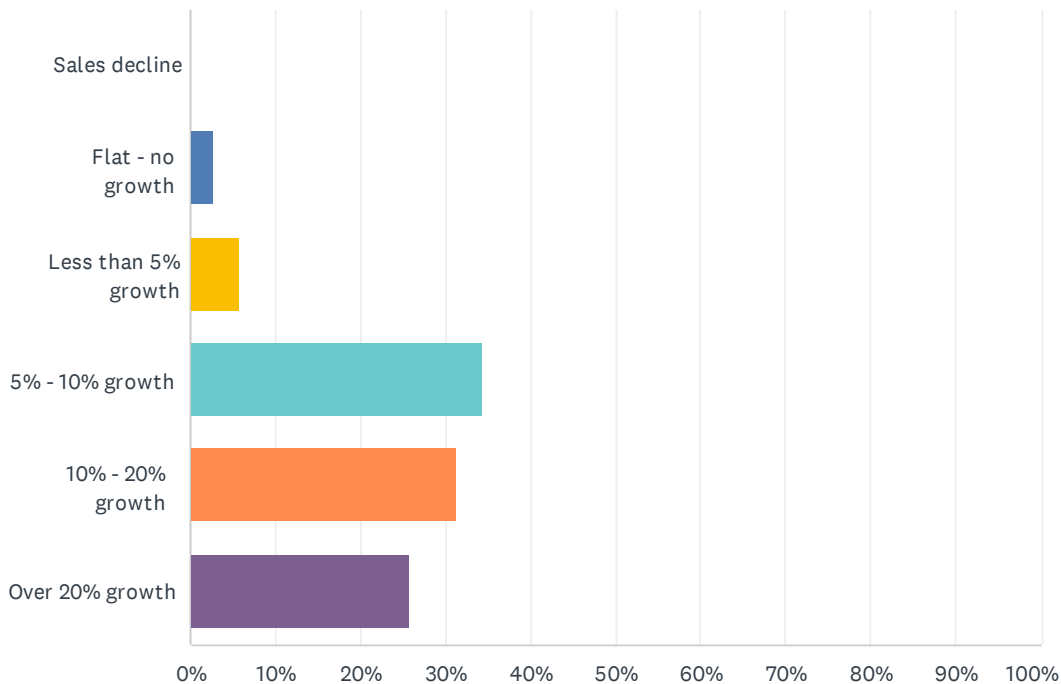


## Q5 What level of growth would you forecast for your business over the next 12 months?

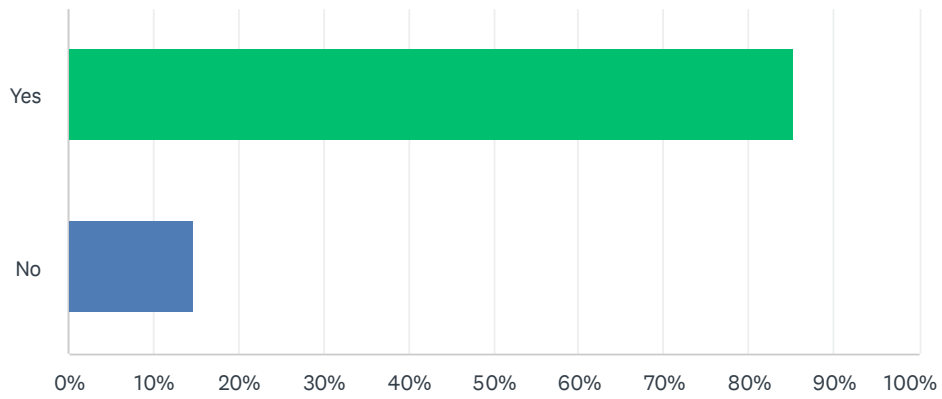
Answered: 35 Skipped: 1



ANSWER CHOICES	RESPONSES	
Sales decline	0.00%	0
Flat - no growth	2.86%	1
Less than 5% growth	5.71%	2
5% - 10% growth	34.29%	12
10% - 20% growth	31.43%	11
Over 20% growth	25.71%	9
<b>TOTAL</b>		<b>35</b>

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

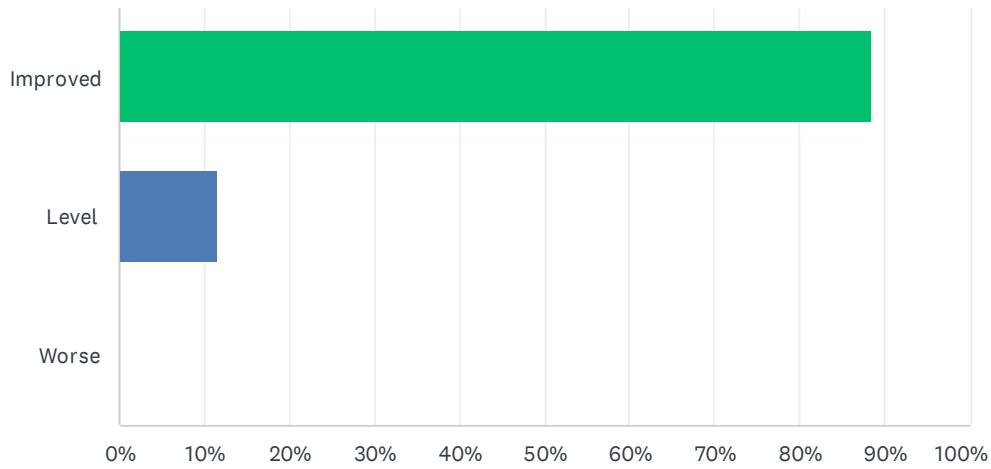
Answered: 34 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	85.29%	29
No	14.71%	5
<b>TOTAL</b>		<b>34</b>

## Q7 How did your sales from Q4 2021 (October, November, December) compare to the same same quarter in 2020?

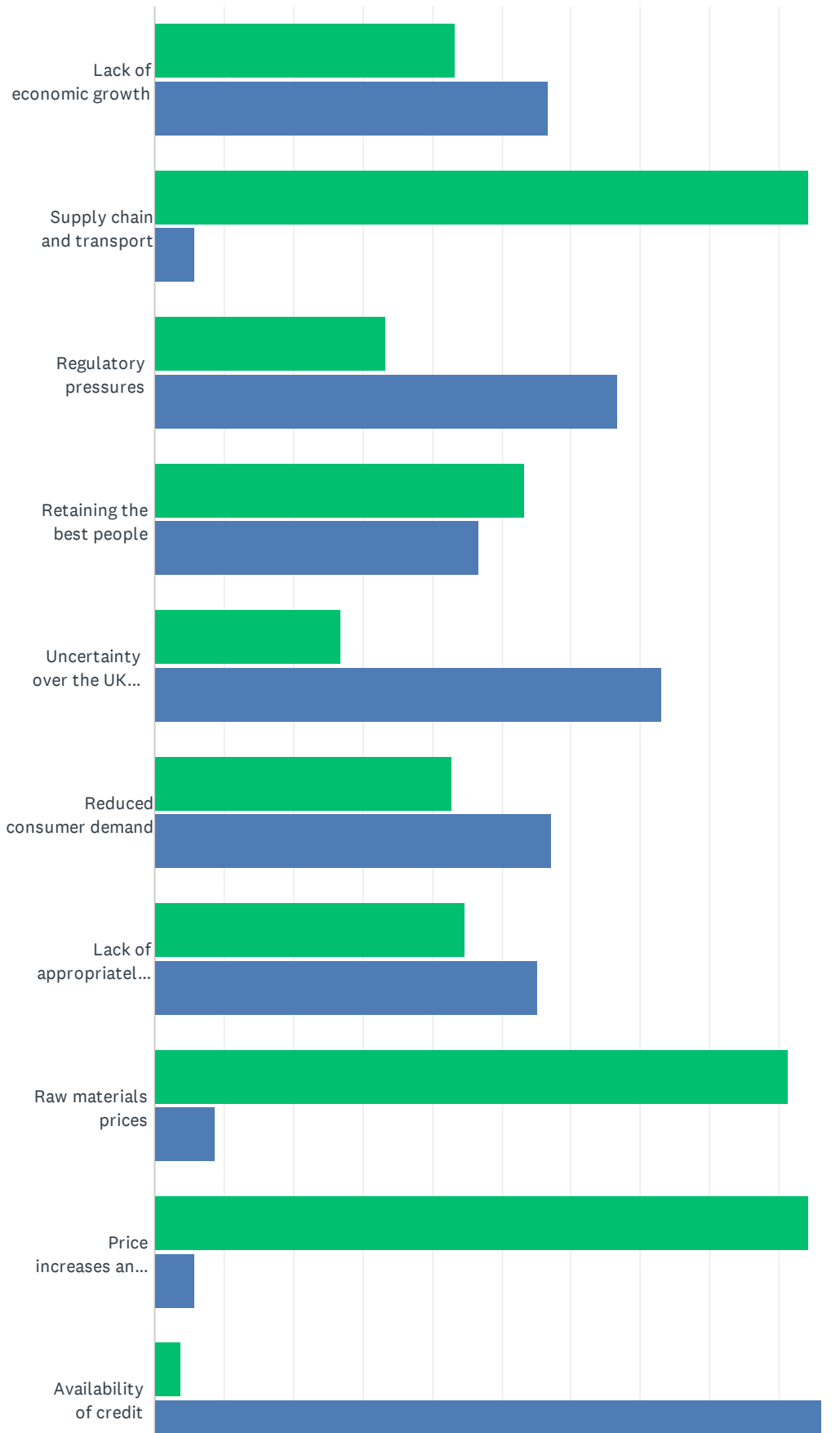
Answered: 35 Skipped: 1



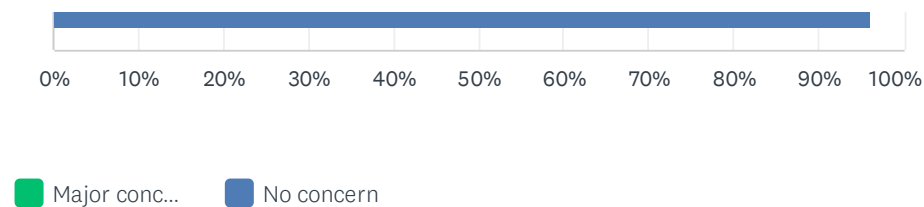
ANSWER CHOICES		RESPONSES	
Improved		88.57%	31
Level		11.43%	4
Worse		0.00%	0
TOTAL			35

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

Answered: 35 Skipped: 1



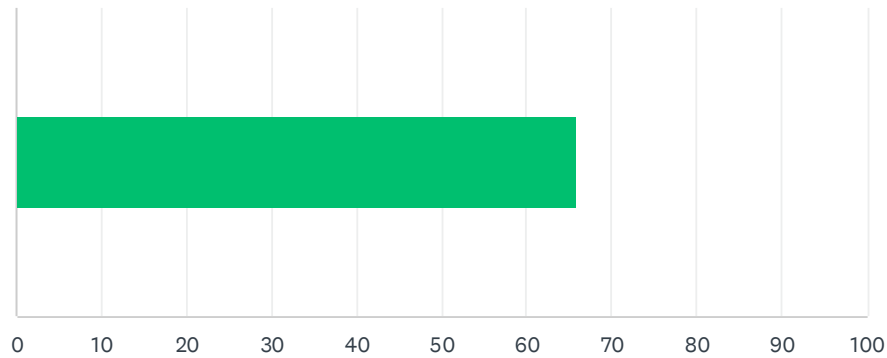
## FEA Outlook: Quarter Four 2021 (October, November, December)



	MAJOR CONCERN	NO CONCERN	TOTAL	WEIGHTED AVERAGE
Lack of economic growth	43.33% 13	56.67% 17	30	1.57
Supply chain and transport	94.29% 33	5.71% 2	35	1.06
Regulatory pressures	33.33% 10	66.67% 20	30	1.67
Retaining the best people	53.33% 16	46.67% 14	30	1.47
Uncertainty over the UK role in Europe	26.92% 7	73.08% 19	26	1.73
Reduced consumer demand	42.86% 12	57.14% 16	28	1.57
Lack of appropriately trained staff	44.83% 13	55.17% 16	29	1.55
Raw materials prices	91.18% 31	8.82% 3	34	1.09
Price increases and inflation	94.29% 33	5.71% 2	35	1.06
Availability of credit	3.85% 1	96.15% 25	26	1.96

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

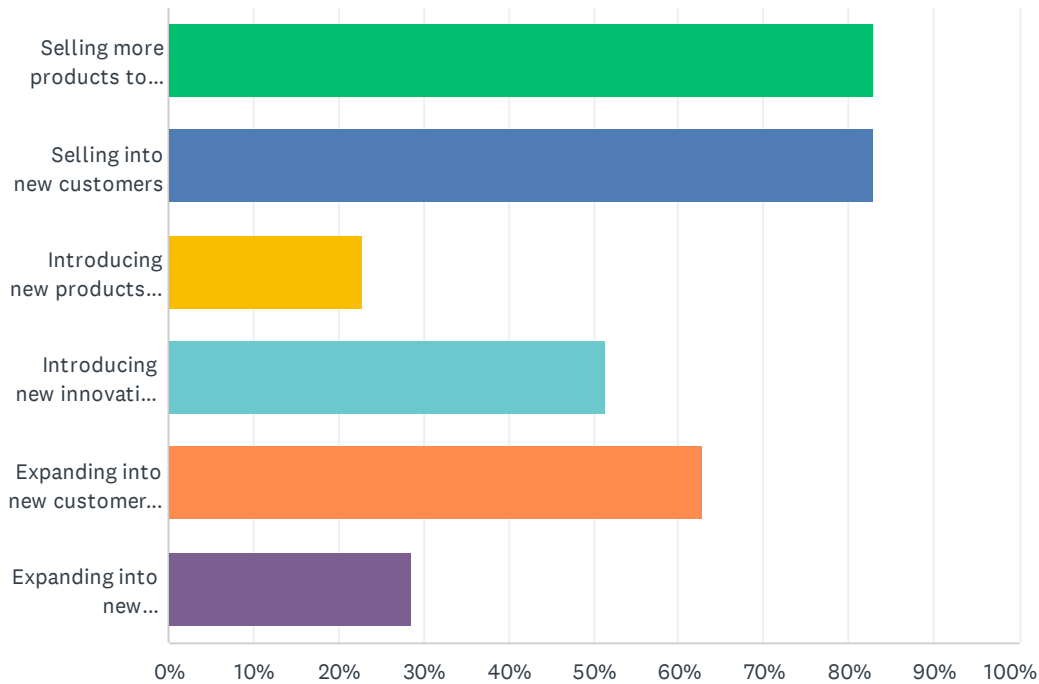
Answered: 35 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	66	2,307	35
Total Respondents: 35			

## 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)

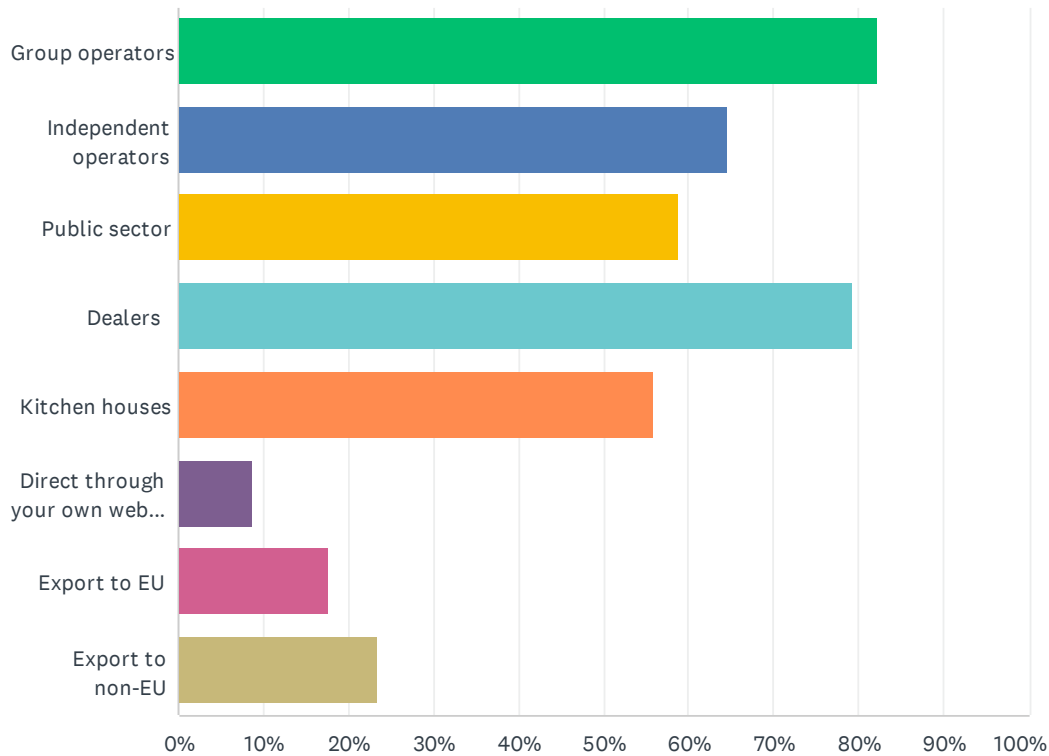
Answered: 35 Skipped: 1



ANSWER CHOICES	RESPONSES	
Selling more products to existing customers	82.86%	29
Selling into new customers	82.86%	29
Introducing new products to target a competitors products	22.86%	8
Introducing new innovative products to the market	51.43%	18
Expanding into new customer segments	62.86%	22
Expanding into new geographical regions	28.57%	10
Total Respondents: 35		

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

Answered: 34 Skipped: 2

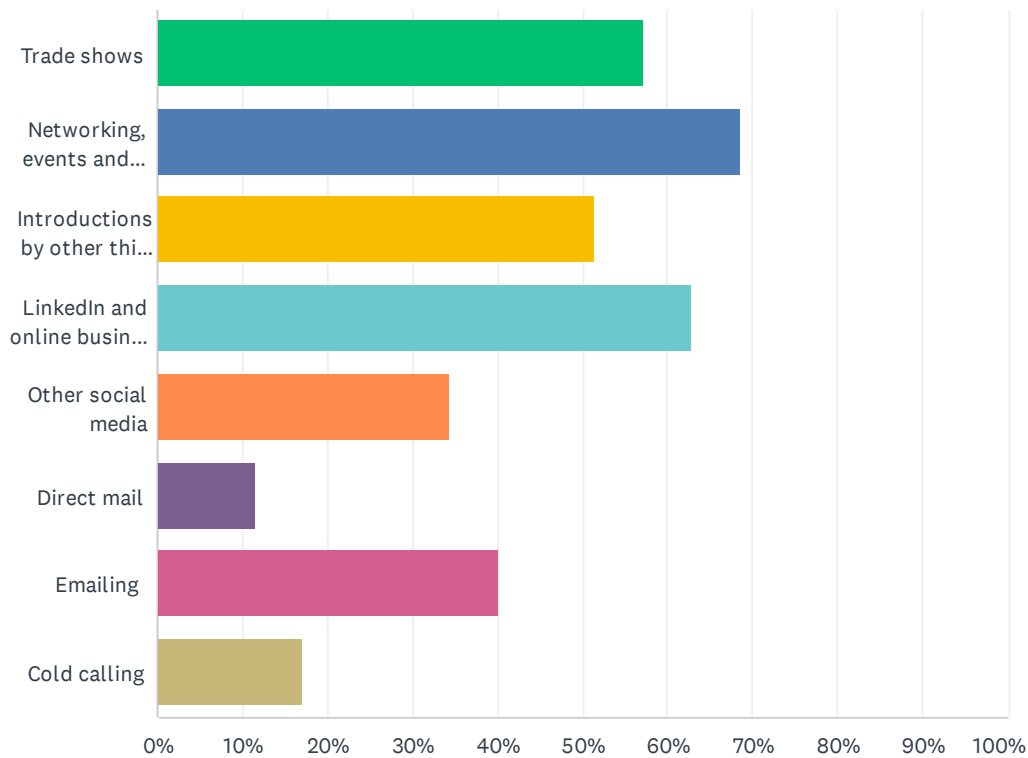


ANSWER CHOICES	RESPONSES
Group operators	82.35% 28
Independent operators	64.71% 22
Public sector	58.82% 20
Dealers	79.41% 27
Kitchen houses	55.88% 19
Direct through your own web presence	8.82% 3
Export to EU	17.65% 6
Export to non-EU	23.53% 8
Total Respondents: 34	



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

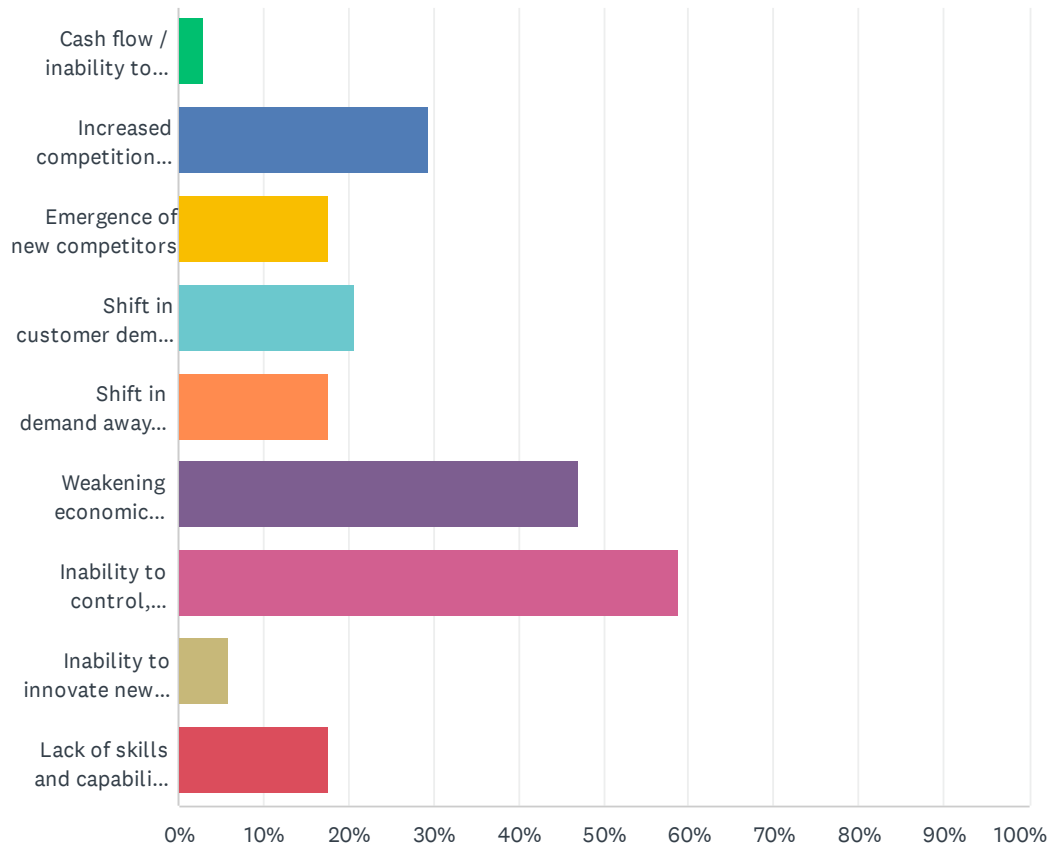
Answered: 35 Skipped: 1



ANSWER CHOICES	RESPONSES	
Trade shows	57.14%	20
Networking, events and conferences	68.57%	24
Introductions by other third parties	51.43%	18
LinkedIn and online business platforms	62.86%	22
Other social media	34.29%	12
Direct mail	11.43%	4
Emailing	40.00%	14
Cold calling	17.14%	6
Total Respondents: 35		

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

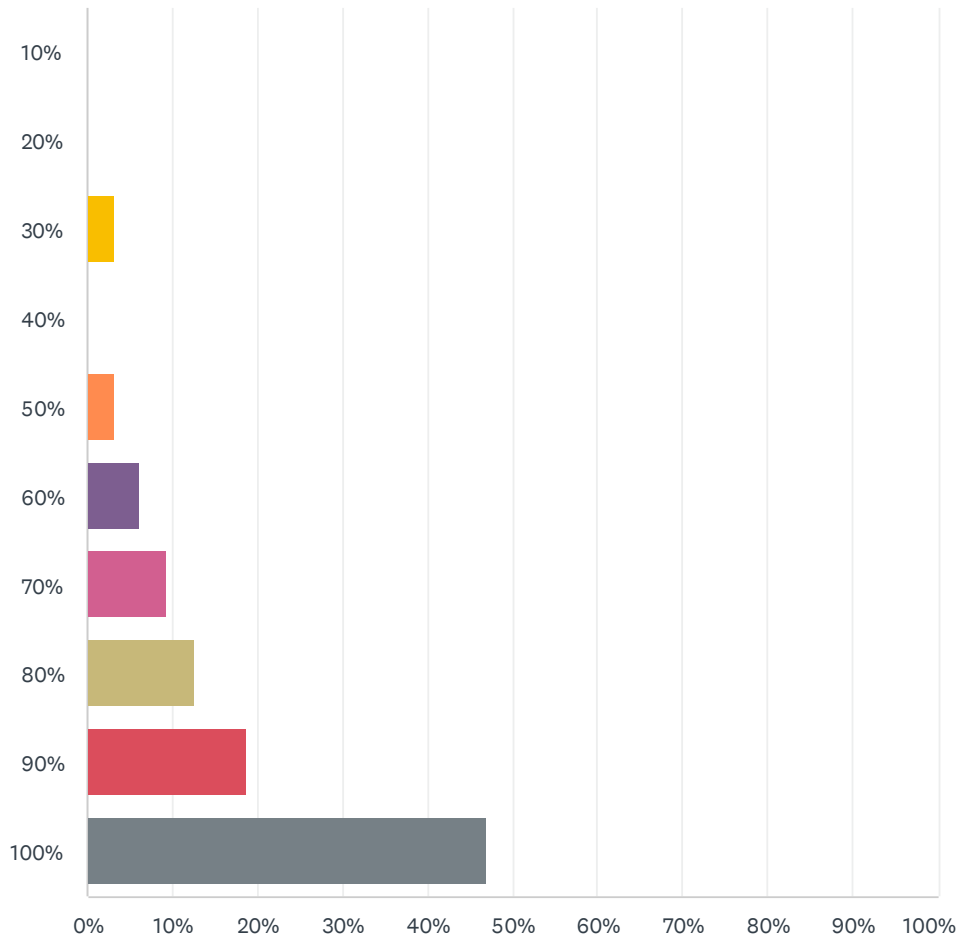
Answered: 34 Skipped: 2



ANSWER CHOICES	RESPONSES	
Cash flow / inability to secure investment	2.94%	1
Increased competition from existing competitors	29.41%	10
Emergence of new competitors	17.65%	6
Shift in customer demand away from your products	20.59%	7
Shift in demand away from your / your customers' brands	17.65%	6
Weakening economic environment	47.06%	16
Inability to control, mitigate or pass on cost increases	58.82%	20
Inability to innovate new products	5.88%	2
Lack of skills and capability in sales and negotiation	17.65%	6
Total Respondents: 34		

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

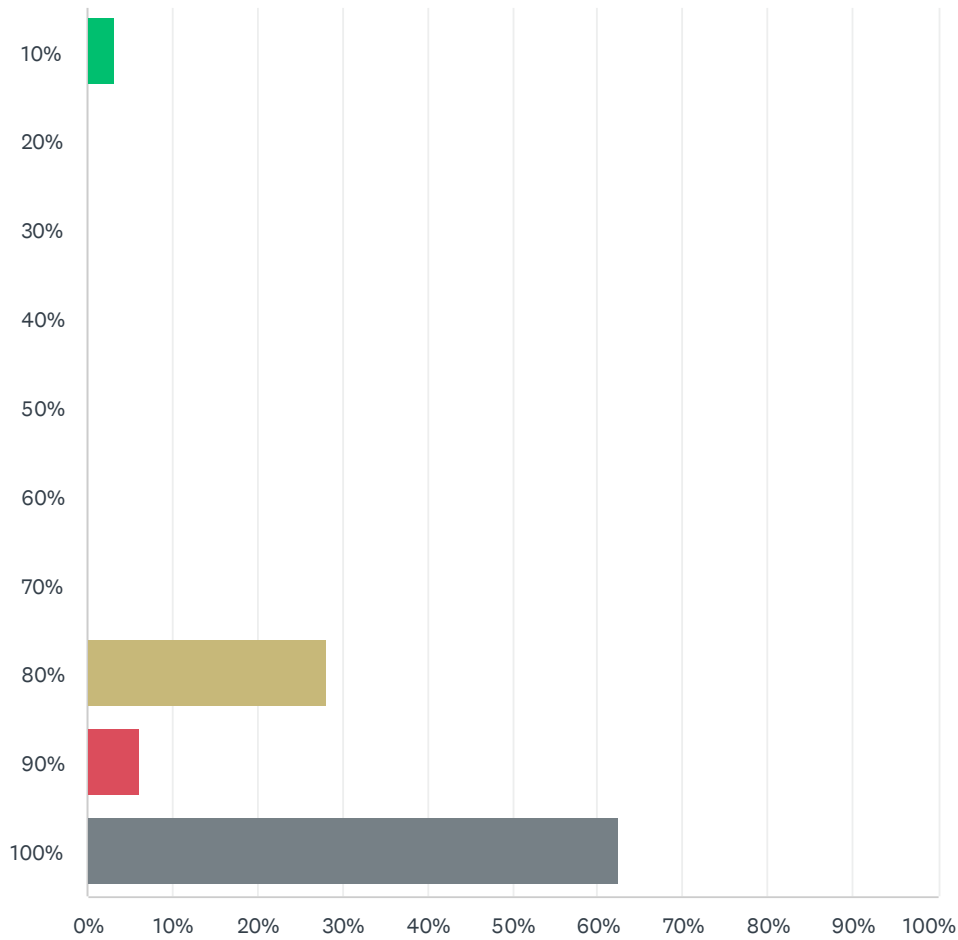
Answered: 32 Skipped: 4



ANSWER CHOICES	RESPONSES
10%	0.00% 0
20%	0.00% 0
30%	3.13% 1
40%	0.00% 0
50%	3.13% 1
60%	6.25% 2
70%	9.38% 3
80%	12.50% 4
90%	18.75% 6
100%	46.88% 15
<b>TOTAL</b>	<b>32</b>

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

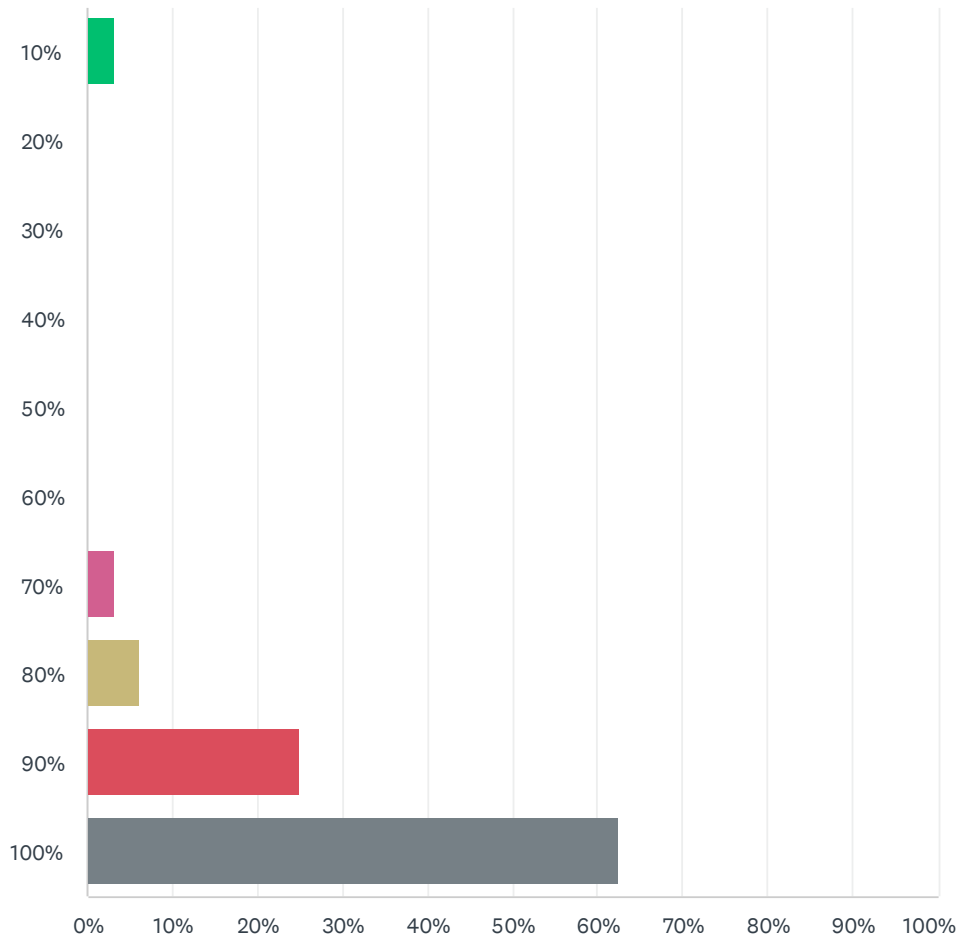
Answered: 32 Skipped: 4



ANSWER CHOICES	RESPONSES
10%	3.13% 1
20%	0.00% 0
30%	0.00% 0
40%	0.00% 0
50%	0.00% 0
60%	0.00% 0
70%	0.00% 0
80%	28.13% 9
90%	6.25% 2
100%	62.50% 20
<b>TOTAL</b>	<b>32</b>

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

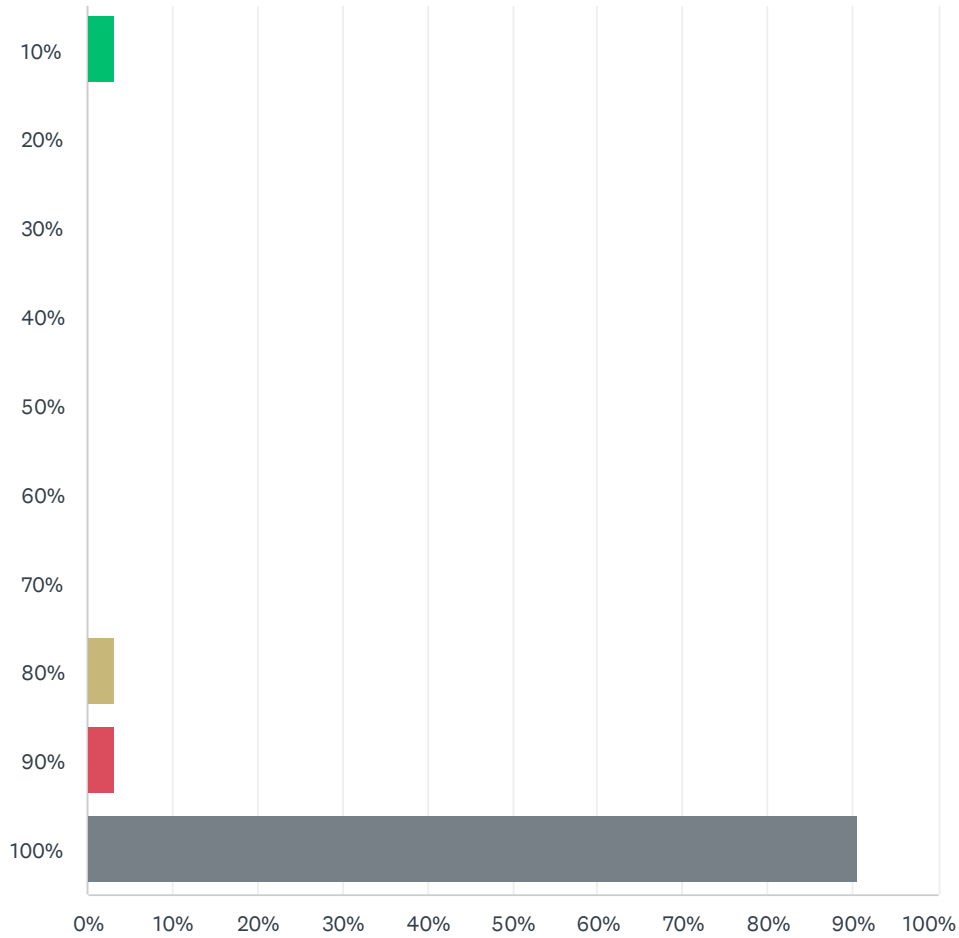
Answered: 32 Skipped: 4



ANSWER CHOICES	RESPONSES	
10%	3.13%	1
20%	0.00%	0
30%	0.00%	0
40%	0.00%	0
50%	0.00%	0
60%	0.00%	0
70%	3.13%	1
80%	6.25%	2
90%	25.00%	8
100%	62.50%	20
<b>TOTAL</b>		<b>32</b>

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

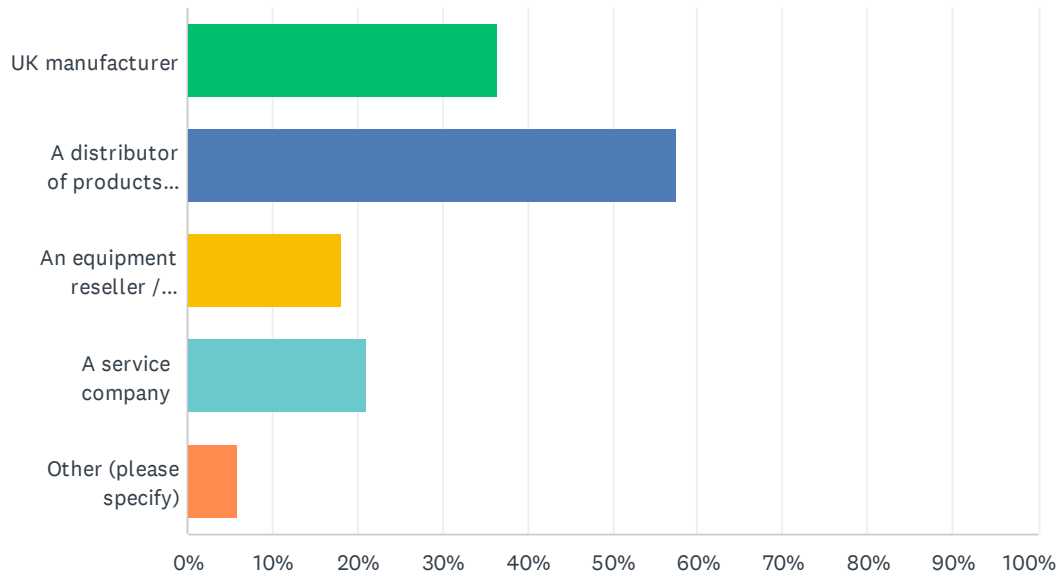
Answered: 32 Skipped: 4



ANSWER CHOICES	RESPONSES	
10%	3.13%	1
20%	0.00%	0
30%	0.00%	0
40%	0.00%	0
50%	0.00%	0
60%	0.00%	0
70%	0.00%	0
80%	3.13%	1
90%	3.13%	1
100%	90.63%	29
<b>TOTAL</b>		<b>32</b>

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

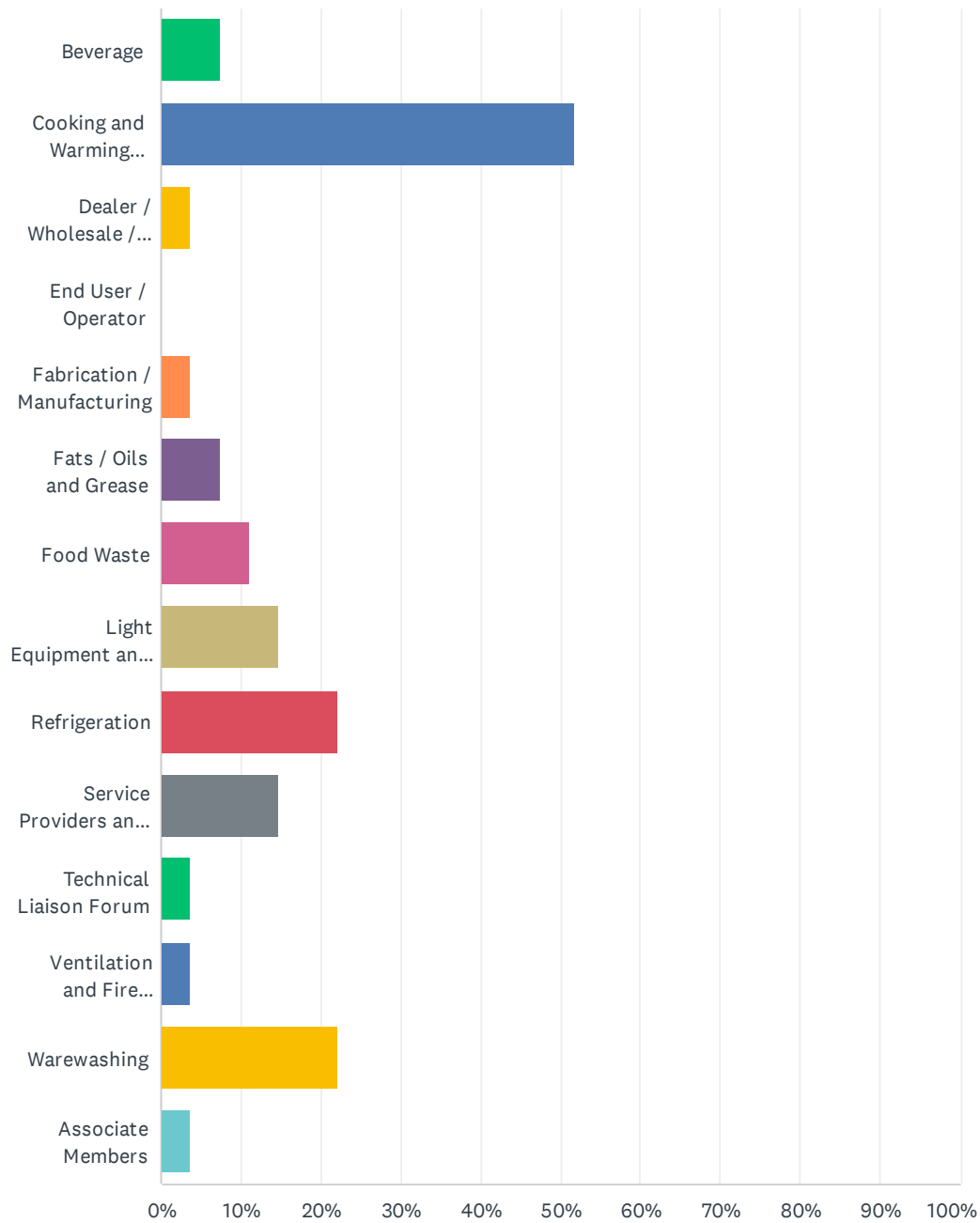
Answered: 33 Skipped: 3



ANSWER CHOICES	RESPONSES	
UK manufacturer	36.36%	12
A distributor of products manufactured outside of the UK	57.58%	19
An equipment reseller / dealer	18.18%	6
A service company	21.21%	7
Other (please specify)	6.06%	2
Total Respondents: 33		

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

Answered: 27 Skipped: 9



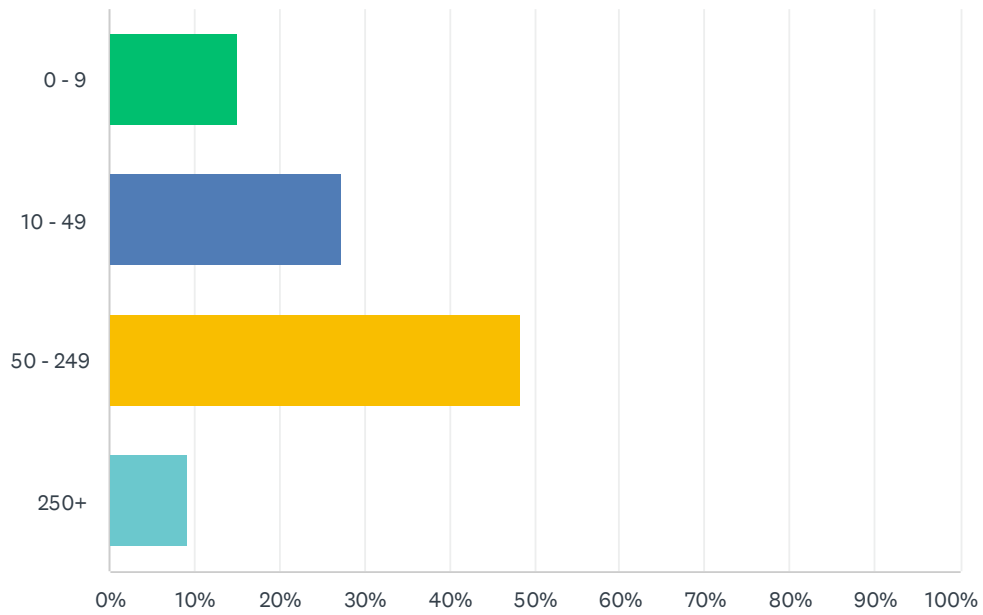


FEA Outlook: Quarter Four 2021 (October, November, December)

ANSWER CHOICES	RESPONSES	
Beverage	7.41%	2
Cooking and Warming Equipment	51.85%	14
Dealer / Wholesale / Design	3.70%	1
End User / Operator	0.00%	0
Fabrication / Manufacturing	3.70%	1
Fats / Oils and Grease	7.41%	2
Food Waste	11.11%	3
Light Equipment and Tableware	14.81%	4
Refrigeration	22.22%	6
Service Providers and Spare Parts	14.81%	4
Technical Liaison Forum	3.70%	1
Ventilation and Fire Suppression	3.70%	1
Warewashing	22.22%	6
Associate Members	3.70%	1
Total Respondents: 27		

## Q20 How many staff do you employ?

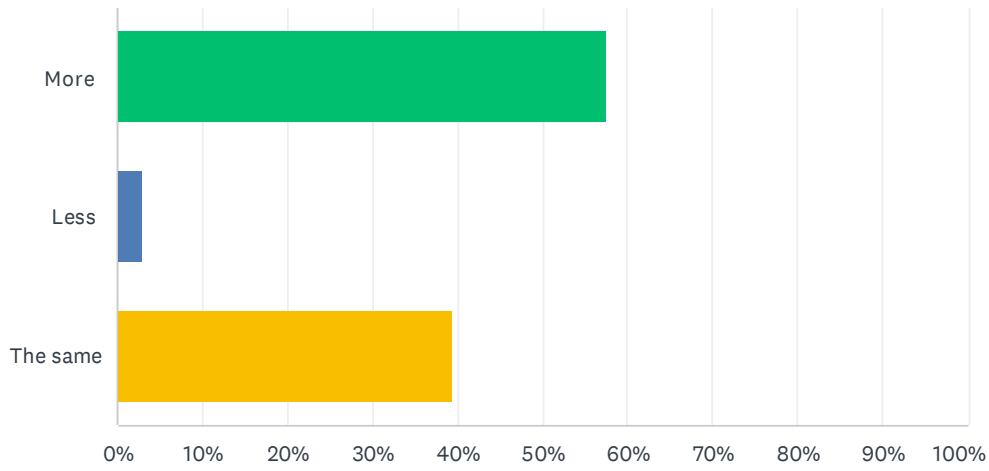
Answered: 33 Skipped: 3



ANSWER CHOICES	RESPONSES	
0 - 9	15.15%	5
10 - 49	27.27%	9
50 - 249	48.48%	16
250+	9.09%	3
<b>TOTAL</b>		<b>33</b>

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

Answered: 33 Skipped: 3



ANSWER CHOICES		RESPONSES	
More		57.58%	19
Less		3.03%	1
The same		39.39%	13
TOTAL			33