

# YOU SPOKE AND WE HEARD

## BRE RETAIL SURVEY SUMMARY

### COUPONS

Do you have a product or service you know people will love, if they would just give it a try? We can help with that! Get us a coupon and we'll send it out via our e-mail ListServ to the EDC membership and partners. You choose the discount, the number of times to run, and the format of your coupon. We will market your product for free, as a service to you and a benefit to our membership! Contact Karen Tully at the PCEDC at 875-9330, 642-9330, e-mail at: edpcog@pacificedc.org.

### Business Retention and Expansion Survey

The EDC has identified surveys as a great tool in identifying needs, trends, etc. from Pacific County businesses. *Please take the time to respond to surveys, they are of great importance.* The goal of this process is to identify the economic climate of Pacific County as a place to do business and to learn of areas in need of improvement and to answer your questions.

## DEVELOP A MARKETING PLAN

### Key principles of Marketing:

1. All company policies and activities should be directed toward satisfying customer needs.
2. Profitable sales volume is more important than maximum sales volume.

### Market Research: Determine the needs of your customers.

Ask yourself the following questions:

- Who are my customers?
- What kind of people are they?
- Where do they live?
- Can and will they buy?
- Am I offering the kinds of goods or services they want at the best place, time, and volume?
- Are my prices consistent with what buyers view as the product's value?
- Are my promotional programs working?
- What do customers think of my business?
- How does my business compare with my competitors?

Without being aware of it, most business owners do market re-

### What works...from businesses that work

We heard from several successful business owners – *be flexible, provide people with what they want to buy, not just what you want to sell. "Pegging your business by what you do will create limits to your potential. Instead be nimble and stretch to serve the ever changing and expanding needs of your clients."* SBA, Seattle.

### Cooperative Marketing Tips from Pacific County Businesses:

- 1) Ask your writer friends to submit articles, with pictures, to trade magazines.
- 2) Join trade organizations to find similar businesses in different cities. Displaying each other's brochures and business cards (next to your own) is one inexpensive way to increase traffic to both stores.
- 3) Link your website to related sites and start a contest for customers to "collect" an object from each store site.
- 4) Businesses in the same geographic location can share the cost on a cooperative ad showing each of their products or stores. This emphasizes the wide variety of choices available in one spot and gives potential customers several reasons to visit.

search every day. Analyzing returned items, asking former customers why they've switched, and looking at competitor's prices are some examples. Employees may be the best source of information about customer likes and dislikes. Plus they are aware of requested items that you may not carry.

**Target Marketing** gets the most return from a small marketing

investment. Identify customer groups which you can serve better than your competitors and who are most likely to buy your product or service.

–*Small Business Administration*  
In partnership with Grays Harbor College, the PCEDC offered "Effective Marketing", a well attended one day course for local businesses. Watch for additional course offerings coming this fall.

## SURVEY QUESTIONS AND ANSWERS - WORKFORCE

### WORKFORCE

2006 Pacific County Population:

21,500

2007 Labor Force:

January: 9,000 / **May: 9,150**

2007 Employment:

January: 8,270 / **May: 8,620**

2007 Unemployment:

January: 730 / **May: 530**

Age distribution - Census 2000

- 18-44 age group made up 25% of the total population, down from 32% in 1990
- 45+ age group made up 52% of the population, up from 45% in 1990

Source: WA Employment Security

We Asked: What positions are you having trouble finding and/or keeping workers?

**Facts:** In May, the number of unemployed people in our workforce was down to **530** out of **9,150** total for the County.

We Heard: Of 72 businesses surveyed to date, 20 said they had difficulty finding workers to fill current positions. 19 of the 20 surveyed stated that the most difficult positions to fill are seasonal, entry level positions such as fish processors, housekeeping, kitchen staff, stockpersons, and front counter customer service.

Six of the 20 also said skilled positions are difficult to fill, jobs such as chemists, technicians, and managers.

As you may know, co-located with WorkSource is the Business-to-Business program, a free HR service, which matches potential employees with businesses. Call Shelly Hall at Business-to-Business at 875-9470.

In addition, the PCEDC has contacted several employment agencies to collect information about their services and their ability to help fill the need for qualified workers. Raymond and South Bend are currently served

by Express Personnel in Aberdeen, (360) 533-6755. South County could be served by Pacific Personnel in Astoria, who is willing to become licensed in Washington... if there were enough interest from south county businesses. Call Trina Hogart at (503) 738-9084. Most employment agencies' fee structures vary by the type of position to be filled and level of service provided. Employment agencies can be one solution to your employment needs, providing you workers, and paying the associated taxes, insurance and benefits as well.