

MARKET ANALYSIS

This market analysis tool is to help get you started in figuring out what the community needs to focus on and what is their most important of needs. For many, they just talk of a market analysis but what actually is one. No two look alike, but there are the main points that all market analysis involve: understanding the market, analysis of opportunities by sector, and putting your research to work as stated by the University of Wisconsin-Extension. Below you will find the tools to get you started in your process. Below, you will receive the following: A step-by-step checklist, a sample of a SWOT analysis, a SWOT analysis template, a consumer survey, a business retention survey, and a tutorial on how to gather valuable information which will include demographics, projected demographics in 5 years, workforce details, and consumer spending information.

CHECKLIST

- What is your goal?**
- SWOT analysis – Strength, Weakness, Opportunity, Threat (example and template attached)**
- Determine what has already been done**
- Research/Survey – Define the need. May be to support successful businesses, recruit other and fill vacancies, how to improve sales, second floor usage.**
- Benchmark indicators – building vacancy levels, business sales, private investments, economic activity.**
- Proper people involved – Show ROI (Return on investment)**
- Create market analysis committee – make realistic timetable**
- Can you do it internally, or do you need to hire consultant.**
- Inventory database**
- Get demographics of city (consumer spending, workforce, demographics, projected demographics. Tutorial attached)**
- Analysis of resident lifestyles (survey attached)**
- Estimates of sales potential (can get an idea from demographics)**
- Business needs (survey attached, interviews)**
- Gather information and analyze the needs**
- Define the needs and determine moving forward**



Physical	Cultural	Economic
Terrain & topography Plant variety Wildlife	Murray State College Chickasaw Nation structure Partnerships – committed community	MSC staff & students – potential shoppers Existing business structure Johnston County Chamber of Commerce
Geographic location – proximity to recreation Fishing Hunting Hiking Lake Texoma Blue River Pennington Creek	Johnston Co Historical Society Historical Bldgs. Historic importance of City to State	INCA – HeadStart Sr. Citizen Housing, transportation, etc. Community Action League
City park –Pennington Wildlife refuge	“Small town” family values and security Library Chickasaw Nation Boys & Girls Clubs Pro-active City & County officials	Johnston County Industrial Authority – façade improvements Partnerships of CoC, City, County, etc. Current Festivals – 4 th of July Current level of “tourism”

Weaknesse

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Physical	Cultural	Economic
Infrastructure – Streets Back roads to Recreational areas Sewer lines Water lines	Screen City maintenance yard No jail	Business mix Business hours Limited recreational activities
Poles & Signage – Street Directional Welcoming Sign clutter Visual Impression – Refrigeration Yards Dumpsters Debris		Poor marketing of the community Darkness of downtown area at night Commercial window displays and lighting
Dilapidated Bldgs. Lack of sign or land- scaping ordinances View – east side of golf course w/ housing		Housing quality Vacant buildings Absentee landlords Length of airport runway Losing prime community assets – children

Opportunities

Physical	Cultural	Economic
<p>Historic preservation ethic</p> <p>City parks and other public areas</p> <p>Rebuild suspension bridge</p>	<p>Historic preservation ethic</p> <p>Birthplace recognition - Governors Medal of Honor Winner Other famous / Infamous</p>	<p>Historic preservation ethic</p> <p>Business retention, expansion & recognition</p> <p>Appreciation cookout in park</p>
<p>“Trail System”</p> <p>Good Springs</p>	<p>Locating Chickasaw Capitol</p> <p>Festivals – bring back homecoming</p> <p>Native American art, language, dance, etc.</p> <p>Natural resources</p>	<p>Airport – lengthening runway</p> <p>TOURISM – Bird watching Bike race Historic places Cultural events Plants / geology</p>
<p>Pump House @ dam w/ park development</p> <p>Blue River – primitive camping</p>	<p>Competitions –</p>	<p>Golf course expansion</p> <p>OMSP Project 2000 Grant writing education Recruitment – Restaurant People – all class Reunions Internet awareness / marketing Concessions in parks</p>

Threats

Physical	Cultural	Economic
<p>APATHY –</p> <p>Escalating debris along roads and parks</p> <p>Visual clutter re: tourism & recruitment</p> <p>Appearance of community</p> <p>Stakeholders w/l community</p>	<p>Losing hospital and other health care services</p>	<p>Status quo of business mix</p> <p>Depending on outside help for development – no one is going to do it for you</p>

STRENGTHS

Physical	Cultural	Economic

WEAKNESSES

Physical	Cultural	Economic

OPPORTUNITIES

Physical	Cultural	Economic

THREATS

Physical	Cultural	Economic

A Consumer Survey for Downtown Area

Please help us determine your perception of the commercial area along the Downtown "Main Street" area. Your answers are confidential and will help us to make suggestions on how our downtown can be improved. We appreciate your help.

How often do you come to the "downtown"? Please check (✓) all appropriate reasons.

	No more than once a month	2 or 3 times per month	1 or 2 times per week	3 or 4 times per week	Daily
Shopping					
Errands (dry cleaners, banking, post office, etc.)					
Eating in a Restaurant					
Professional Services (doctor, attorney, accountant, etc.)					
Meeting Friends					
Entertainment					
Other: _____					

How long do you typically stay downtown once there (excluding regular work hours)?

- Less than 30 minutes
 30 minutes up to 1 hour
 1 hour up to 2
 2 hours up to 3
 3 hours up to 4
 4 hours up to 5
 5 hours or longer

When do you usually go downtown? Please select only one answer.

- weekdays - morning
 weekdays - afternoon
 weekdays - evening
 Saturday morning
 Saturday afternoon
 Saturday evening
 Sunday morning
 Sunday afternoon
 Sunday evening

[Afternoon - 12:00 to 5:00 p.m. / Evening - 5:00 to 12:00 a.m.]

Please estimate how far you live from downtown.

- less than 1/2 mile
 1/2 mile up to 1 mile
 1 mile up to 2 miles
 2 miles up to 4 miles
 4 miles up to 6 miles
 6 miles up to 8 miles
 8 miles up to 10 miles
 10 miles or more

Do you work within the downtown area? Yes No

If yes, how long have you worked downtown?

- less than 1 year
 1 year up to 3 years
 3 years up to 5 years
 5 years or longer

What types of businesses do you regularly patronize in the downtown area? Circle all that apply.

- | | | |
|-----------------------------------|--------------------|-----------------------|
| Men's Clothing & Accessories | Groceries | Bakery items |
| Women's Clothing & Accessories | Restaurants | Hardware |
| Children's Clothing & Accessories | Medical Services | Drug Stores |
| Shoes, business, casual or sport | Business Services | Gift Shops / Antiques |
| Home Furnishings / Appliances | Post Office | Audio / Video Stores |
| Office Equipment / Supply | Banks | Library |
| Laundromat / Dry Cleaners | Convenience Stores | Pawn Shops |
| Professional Offices | Automotive repair | Jewelry Stores |
| Government Offices | Other _____ | |

What types of businesses would you like to see come to downtown area?

When you think about the downtown area, which businesses, buildings, landmarks or activities come to mind?

Businesses: _____

Buildings: _____

Landmarks: _____

Activities: _____

How would you rate downtown in the following areas? Please ✓ appropriate rating.

	Excellent	Good	Fair	Poor
Attractiveness of the area				
Cleanliness				
Safety				
Availability of parking				
Convenience of parking				
Traffic flow				
Shopping hours				
Special events / festivals				
Variety of goods & services				
Friendliness of salespeople				
Knowledge of salespeople				
Customer service				
Streets				
Sidewalks				
Availability of housing				
Availability of commercial space				
Police protection				
Fire protection				

Other comments or suggestions you may have to make the downtown area a more favorable commercial area.

Thank You

Please tell us about yourself. All information will be held in confidence.

Age – under 18 18-24 25-34 35-44 45-54 55-64 65 +

2008 Household income less than \$10,000 \$10,000 - \$19,999 \$20,000 – \$29,999
 \$30,000 - \$39,999 \$40,000 - \$49,999 \$50,000 - \$59,999 \$60,000 - \$69,999
 \$70,000 - \$79,999 \$80,000 - \$89,999 \$90,000 – \$99,999 \$100,000 or more

Education Level – Less than 9th grade 9th to 12th – no diploma High School Graduate / GED
 Some college or vocational /technical Bachelor’s Degree Graduate Degree

Zip Code – _____

What Do You Need to Succeed?

A **business retention survey** to determine what local business owners feel they most need to succeed in their businesses.

1. How would you rate the following services and facilities available to local businesses with regards to assisting your company's growth?

Service / Facility	Excellent	Good	Average	Poor	n/a
Town Ordinances	_____	_____	_____	_____	_____
Zoning Restrictions	_____	_____	_____	_____	_____
Police & Fire Protection	_____	_____	_____	_____	_____
Street & Sidewalk Repair	_____	_____	_____	_____	_____
Sanitation / Waste Disposal	_____	_____	_____	_____	_____
Emergency Medical	_____	_____	_____	_____	_____
Parking	_____	_____	_____	_____	_____
Street Cleaning	_____	_____	_____	_____	_____
Utility Costs	_____	_____	_____	_____	_____
Traffic Count & Flow	_____	_____	_____	_____	_____
Water Quality / Availability	_____	_____	_____	_____	_____
Community Attitude Toward Business	_____	_____	_____	_____	_____
Adult Education	_____	_____	_____	_____	_____
Library / Reference Data Bank	_____	_____	_____	_____	_____
Motel Accommodations	_____	_____	_____	_____	_____
Private Service Providers ¹	_____	_____	_____	_____	_____

n/a = not available or not applicable to your business

¹ Private service providers include lawyers, accountants, financial planners, insurance carriers, etc.

If you rated any of the above "average" or "poor", please explain.

2. Do you have difficulty finding and keeping good employees? Yes No

If yes, please indicate which of the below job skills or employee traits are deficient.

Skills / Traits	✓ if Deficient	Skills / Traits	✓ if Deficient
Verbal Communication		Written Communication	
Basic Math & Reading Skills		Specific Technical Skills	
Customer Service Skills		Telephone Skills	
Simple Problem Solving Abilities		Critical / Analytical Thinking	
Computer Literacy		Clerical / Office Skills	
Sales / Negotiating Abilities		Team Work	
Decision Making Skills		Self Management Skills	
Following Instructions		Initiative / Leadership / Creativity	
Other _____		Other _____	

Comments: _____

Business Needs Survey – continued

3. Please rank (1st, 2nd & 3rd) the three most important factors that will have a positive or negative impact on your company's profitability over the next 3 years.

	<u>Positive</u>	<u>Negative</u>		<u>Positive</u>	<u>Negative</u>
Raw Material Costs	___	___	Health Care Costs	___	___
Energy Costs	___	___	Labor Costs	___	___
Government Policies	___	___	New Technology	___	___
Domestic Competition	___	___	Foreign Competition	___	___
Export Opportunities	___	___	Domestic Market Expansion	___	___
Financing Availability	___	___	State Taxes	___	___
Labor Shortage	___	___	Supplier Shortage	___	___
Workers Compensation	___	___	Labor Skills	___	___
Transportation Costs	___	___	Other _____	___	___

4. During the next 3 years, are you concerned with the following? Please rank your concerns as 1st, 2nd, 3rd, etc. (Please rank all that apply.)

- | | | |
|-------------------------------|----------------------------|------------------------------|
| ___ Labor Supply / Skills | ___ Local Code Enforcement | ___ Lease Expiration |
| ___ Declining Market | ___ No Incentives to Stay | ___ Capital Availability |
| ___ No Room to Expand | ___ High Crime / Vandalism | ___ High Local / State Taxes |
| ___ Environmental Regulations | ___ Transportation Costs | ___ Too Much Competition |
| ___ Other: _____ | | |

5. Are your current personnel, equipment and facilities adequate to meet your growth needs for the next 3 years?

- | | | | | |
|------------|------------|-----------|--------------------------------------|-----|
| | <u>Yes</u> | <u>No</u> | Current level of full time employees | ___ |
| Personnel | ___ | ___ | Current level of part-time employees | ___ |
| Equipment | ___ | ___ | | |
| Facilities | ___ | ___ | | |

If no, what changes do you need to make?

Additions: _____

Deletions: _____

6. If you are planning additions to your business, how will you finance them?

- Company Earnings
 Bank Loan
 Sale of Company Assets
 Outside Investors
 Owner Equity
 Other: _____

7. Does your company need any assistance to achieve your growth plans?

- Yes
 No
 If yes, what type of assistance do you need? (Check all that apply.)

- | | | | | |
|-------------------------------------|---------------|---------------------|----------------------|----------------|
| ___ Information | ___ Planning | ___ Organization | ___ Customer Service | ___ Capital |
| ___ Budgeting | ___ R&D | ___ Quality Control | ___ Safety | ___ Cash Flow |
| ___ Training | ___ Marketing | ___ Import / Export | ___ Operational | ___ Purchasing |
| ___ Job Costing ___ Other: _____ | | | | |

Business Needs Survey – continued

8. Do you purchase materials or supplies from companies outside community? ()Yes () No
 If yes, why do you purchase materials from outside the community? (Check all that apply.)

<input type="checkbox"/> Not Available Locally	<input type="checkbox"/> Loyalty	<input type="checkbox"/> Costs Less
<input type="checkbox"/> Higher Quality Products	<input type="checkbox"/> Unaware of Local Vendors	<input type="checkbox"/> Tradition
<input type="checkbox"/> Personal Reasons	<input type="checkbox"/> Required by Contract	<input type="checkbox"/> Other _____

Please estimate what percent of your total purchases are placed outside of the community. ____%

9. Do you plan any new product lines, product line extensions or new market introductions during the next 3 year?

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>
New Product Lines	___	___	___
Product Line Extensions	___	___	___
New Markets	___	___	___

If yes, do you need any help? Yes No If yes, please describe the help you need.

10. What services can the Main Street Program provide you?

Other comments: _____

.....

Type of business / organization –

- Retail Wholesale Service Manufacturing
Government School Church Other _____

Age of business / organization - _____

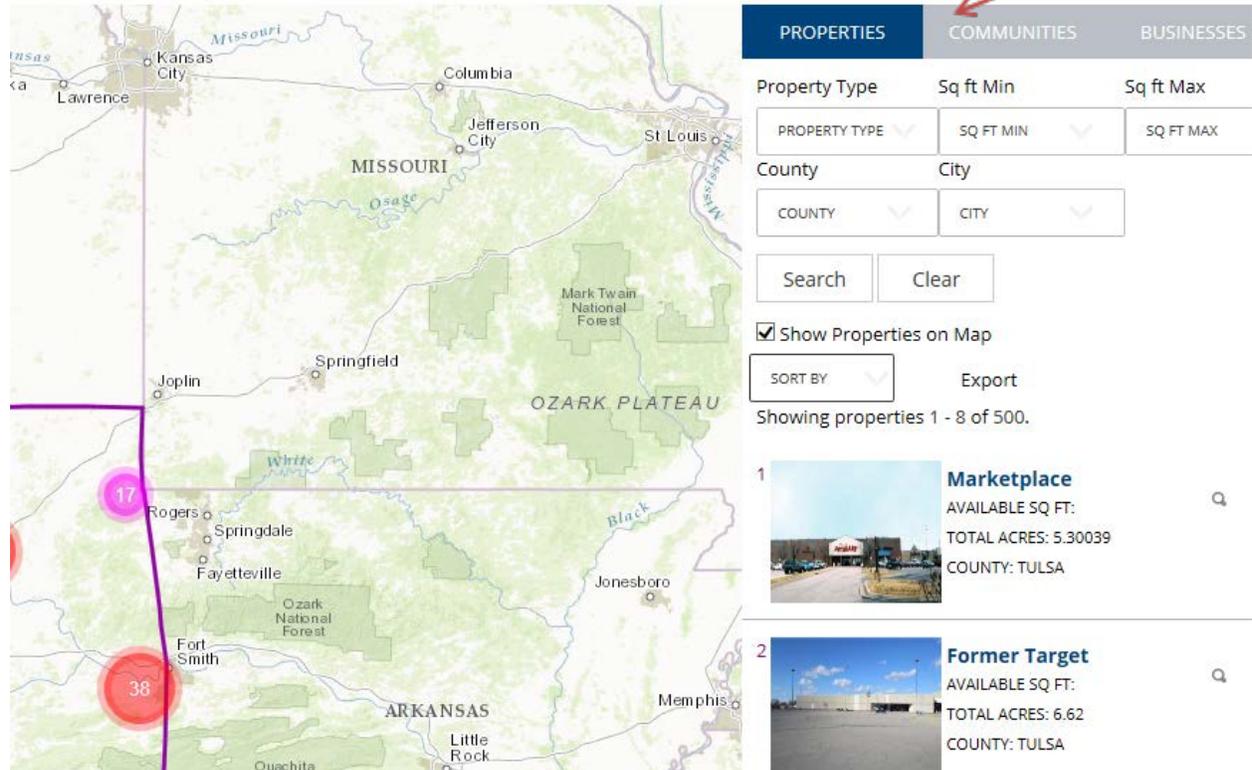
4- Digit Standard Industrial Classification (SIC Code) _____

Percent of annual sales made to customers (total to 100%): Within City Limits ____ %
 Outside of City but within your County ____% Outside of County but within State ____% Outside of
 State but within U.S. ____% Outside of U.S. ____%

LOCATEOK DATABASE TUTORIAL (FOR DEMOGRAPHICS OF YOUR CITY)

<http://locateok.com/>

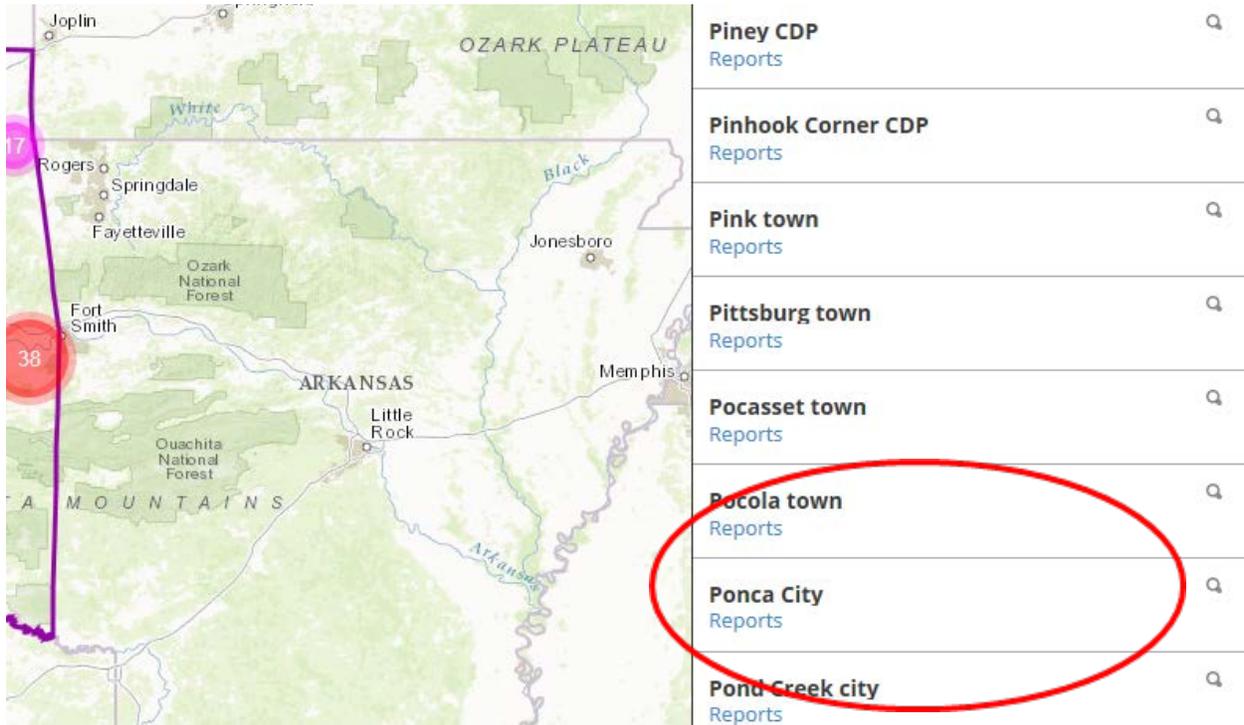
First you will want to do a search. I am using Ponca City for my example. In the top right corner you will see a way to search by Properties, Communities, and Businesses.



The screenshot displays the LocateOK website interface. On the left is a map of the Ozark Plateau region, showing parts of Missouri and Arkansas. Two circular markers are visible on the map: a pink one labeled '17' and a red one labeled '38'. On the right is a search and filter panel. At the top, there are three tabs: 'PROPERTIES' (selected), 'COMMUNITIES', and 'BUSINESSES'. A red arrow points to the 'COMMUNITIES' tab. Below the tabs are several filter options: 'Property Type' (PROPERTY TYPE), 'Sq ft Min' (SQ FT MIN), and 'Sq ft Max' (SQ FT MAX). There are also dropdown menus for 'County' (COUNTY) and 'City' (CITY). Below these are 'Search' and 'Clear' buttons. A checkbox labeled 'Show Properties on Map' is checked. There is a 'SORT BY' dropdown and an 'Export' button. Below the filters, it says 'Showing properties 1 - 8 of 500.' The results list shows two items:

- 1 Marketplace**
AVAILABLE SQ FT:
TOTAL ACRES: 5.30039
COUNTY: TULSA
- 2 Former Target**
AVAILABLE SQ FT:
TOTAL ACRES: 6.62
COUNTY: TULSA

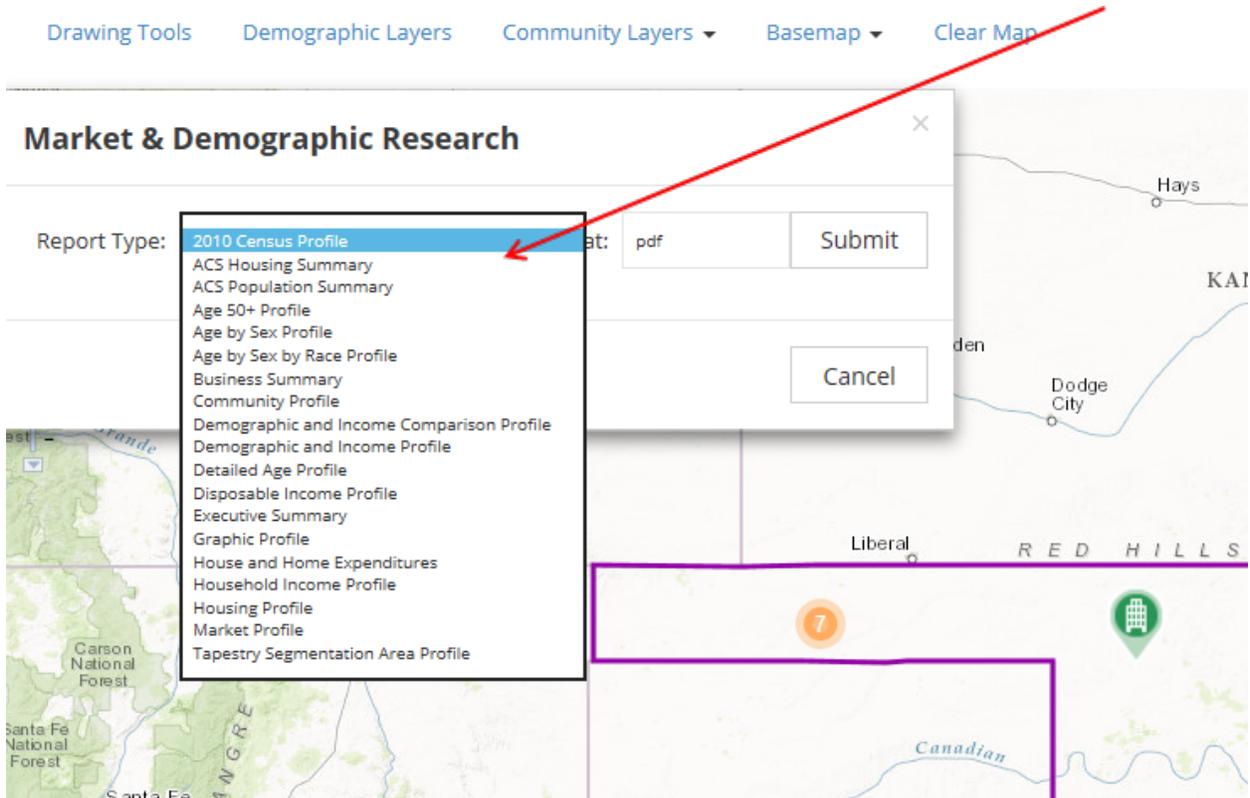
Click on "COMMUNITIES". You can either type in a city name or use the drop down box.



The image shows a map of Arkansas with a sidebar on the right. The sidebar lists several communities, each with a "Reports" link. A red circle highlights the "Pocahontas town Reports" link. The map shows major cities like Joplin, Rogers, Springdale, Fayetteville, Fort Smith, Little Rock, and Memphis, along with geographical features like the Ozark Plateau and Arkansas River.

Community	Reports
Piney CDP	Reports
Pinhook Corner CDP	Reports
Pink town	Reports
Pittsburg town	Reports
Pocahontas town	Reports
Pocahontas town	Reports
Ponca City	Reports
Pond Creek city	Reports

Click on the "Reports" button. A Market and Demographic Research box will open. Click on the "Report Type" box and you will see multiple reports you can click on and download. This will give information on the Community, Demographics, Consumer Spending (in Market Profile) to name a few.



The image shows a screenshot of the "Market & Demographic Research" interface. At the top, there are navigation links: "Drawing Tools", "Demographic Layers", "Community Layers", "Basemap", and "Clear Map". Below these is a "Market & Demographic Research" window. The window has a "Report Type:" dropdown menu, a "Format:" dropdown menu (set to "pdf"), and "Submit" and "Cancel" buttons. A red arrow points to the "2010 Census Profile" option in the "Report Type:" dropdown menu. The background shows a map of Kansas with a purple outline around a region and a green building icon.

Market & Demographic Research

Report Type: 2010 Census Profile

- ACS Housing Summary
- ACS Population Summary
- Age 50+ Profile
- Age by Sex Profile
- Age by Sex by Race Profile
- Business Summary
- Community Profile
- Demographic and Income Comparison Profile
- Demographic and Income Profile
- Detailed Age Profile
- Disposable Income Profile
- Executive Summary
- Graphic Profile
- House and Home Expenditures
- Household Income Profile
- Housing Profile
- Market Profile
- Tapestry Segmentation Area Profile

Format: pdf

Submit

Cancel

Choose the report you would like to see and click "Submit". A PDF will pull up for you to save or print.



2010 Census Profile for Ponca City

	2000
Population	26,070
Households	10,690
Housing Units	11,927
Population by Race	
Total	
Population Reporting One Race	
White	
Black	
American Indian	