



LOCAL BUSINESS SURVEY

We are collecting information from local businesses to get your thoughts and ideas on how your chamber can serve you. The results will be shared with local business, community and local leaders. Your input is greatly appreciated.

1. Which of the following best describes your type of business?

- | | |
|---|---|
| <input type="checkbox"/> Accommodations | <input type="checkbox"/> Food services or drinking establishment |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Furniture and home furnishings store |
| <input type="checkbox"/> Arts, Entertainment and recreation | <input type="checkbox"/> Gasoline Station |
| <input type="checkbox"/> Automotive Repair | <input type="checkbox"/> General Merchandise store |
| <input type="checkbox"/> Building materials or garden equipment store | <input type="checkbox"/> Health and personal care store |
| <input type="checkbox"/> Clothing and clothing accessories store | <input type="checkbox"/> Motor vehicle and parts dealer |
| <input type="checkbox"/> Electronics and appliance store | <input type="checkbox"/> Real estate, rental and leasing |
| <input type="checkbox"/> Finance and insurance | <input type="checkbox"/> Sporting goods, hobby, book or music store |
| <input type="checkbox"/> Food and beverage store | <input type="checkbox"/> Other, Please specify:
_____ |

2. Number of Employees?

Full time Part time

3. Approximately what percentage of your customers are from the local area and from travelers passing through the area?

% Local citizens % Travelers passing through

4. How have your sales changed over the last five years?

Increased Decreased Stayed the same Don't know

5. Do you have a website? Yes No

If yes, what is your average monthly web traffic measured in "unique visitors"? _____

If no, do you plan on launching one? Yes No

Do you sell products or services online? Yes No

If yes, what percent of your sales are online? _____

If no, do you plan to sell products or services online? Yes No

Do you communicate with your customers via email? Yes No

6. Do you anticipate an increase in sales as a result of more tourist visiting our area and other regional tourist attractions in the next three years?

Yes No Don't know

7. Which activities could community leaders do to attract more visitors to local businesses (check all that apply)?

Better signage

Collaborate with nearby communities to promote regional tourism

Community beautification projects

Maintain and advertise community calendar of events

Plan more local festivities/events

Street improvements

Web-based advertising

Work with local businesses to develop, promote and sell "vacation" packages

Other, Please specify: _____

8. Would you like assistance in any of the following categories (check all that apply)?

- Advertising
- Billing procedures
- Business expansion planning
- Credit policies
- Customer relations/sales training for employees
- Developing a business plan
- Financial planning
- Inventory management
- Management
- Marketing
- Pricing
- Record keeping
- Store layout
- Web site development/assistance
- Other, please specify: _____

9. Other comments and suggestions: _____

Thank you for taking the time to complete this survey. Please return this survey to your chamber office at P. O. Box 359, Perryville, AR 72126. The information collected will be summarized so that responses cannot be identified with a specific business. To obtain a copy of survey results, please contact the Perry County Area Chamber of Commerce at 501-889-1571 or pcchamber@windstream.net.