

## An informal survey

### What Does Your Crystal Ball Tell You?

July 19, 2010

We invited 121 people to participate.

While the results may not be statistically "true" we saw enough trending to suggest some conclusions.

- More than half of the group is seeing improvement in 2010 over 2009.
- Half of the group said their company was adding services and products to their offering
- Consumer hesitancy appears to be based on real concerns but there wasn't a clear direction on this answer. It seems that there are still variables and our little survey didn't offer enough options to capture a true opinion.
- In order, companies are spending dollars on marketing, technology and then facility repair and reorganization. With fewer people spending dollars on overhead personnel, that isn't good news for the unemployed!
- This group of respondents clearly voiced their opinion that activity in our industry is in residential and medical.
- Preferred marketing contact from suppliers (in order) was referrals, e-mail, and newsletters. Direct phone calls and public relations activity were unpopular.
- And it was clear that we have done a crummy job communicating how we are diversifying to gain new sales and activity.



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DESIGN

How has your business activity changed this year?		[Back to top]
2010 appears to be about the same as 2009.	1 7.14%	
2010 is showing real signs of improvement over last year.	8 57.14%	
2010 is much better than recent years.	2 14.29%	
2010 hasn't proven to be a very good year for us.	1 7.14%	
We are seeing some improvement from last year but aren't yet ready to plan for growth.	2 14.29%	
None of the above	0 0.00%	
# of people who answered question	14	

Many small businesses are diversifying in order to stay alive. Have you expanded your company's product lines and services to try to increase sales?		[Back to top]
Yes	5 35.71%	
No	5 35.71%	
A little	4 28.57%	
# of people who answered question	14	

How much of the consumer-customer hesitancy is based on real concerns, and how much on emotional/psychological fears in your opinion?		[Back to top]
50/50	4 28.57%	
Mostly real concerns	5 35.71%	
Mostly emotional/psychological fears	1 7.14%	
Depends on the industry	4 28.57%	
None of the above	0 0.00%	
# of people who answered question	14	

Where are you investing any discretionary dollars these days?		[Back to top]
Marketing	6 42.86%	
Overhead Personnel	3 21.43%	
Facility repair and reorganization	5 35.71%	
Research	0 0.00%	
Technology	5 35.71%	
Training	3 21.43%	
None of the above	0 0.00%	
# of people who answered question	14	

r.o.l. Design is part of the design and construction community in West Michigan. Where do you see activity in design and construction?		[Back to top]
Residential Home Design and Remodeling	10 71.43%	
Retail and Consumer Services	2 14.29%	
Health Care and Medical	9 64.29%	
Hospitality and Food Service	3 21.43%	
Cities and Municipalities	2 14.29%	
Professional (Legal, Accounting, Consulting)	2 14.29%	
Manufacturing including IT hardware	2 14.29%	
Technology Services	1 7.14%	
None of the above	1 7.14%	
# of people who answered question	14	

What is the most effective marketing and sales activities you have seen from your suppliers, vendors and consultants? (What do you like to see hear?)			
<a href="#">[Back to top]</a>			
Phone calls; hearing their voice	1	7.14%	
e-mails; low risk contact	6	42.86%	
newsletter and e-blasts; no risk contact	4	28.57%	
Like to see our vendors in our community being proactive and generous	1	7.14%	
Referrals; when friends give you names and recommendations	8	57.14%	
None of the above	1	7.14%	
# of people who answered question	14		

Did you know that r.o.i. Design initiated a new company, Accelerate ROI? (www.accelerateroi.com)			
<a href="#">[Back to top]</a>			
Yes	6	42.86%	
No	8	57.14%	
# of people who answered question	14		

Did you know that r.o.i. Design now represents over 20 manufacturers who produce wood casegoods in the USA?			
<a href="#">[Back to top]</a>			
Yes	5	35.71%	
No	9	64.29%	
# of people who answered question	14		

Did you know r.o.i. Design offers incubator lease space at Front Street Studio?			
<a href="#">[Back to top]</a>			
Yes	5	35.71%	
No	9	64.29%	
# of people who answered question	14		