

Market Study



Emerging Needs of Virginia's Small & Medium-Sized Manufacturing, Technology & Engineering Firms

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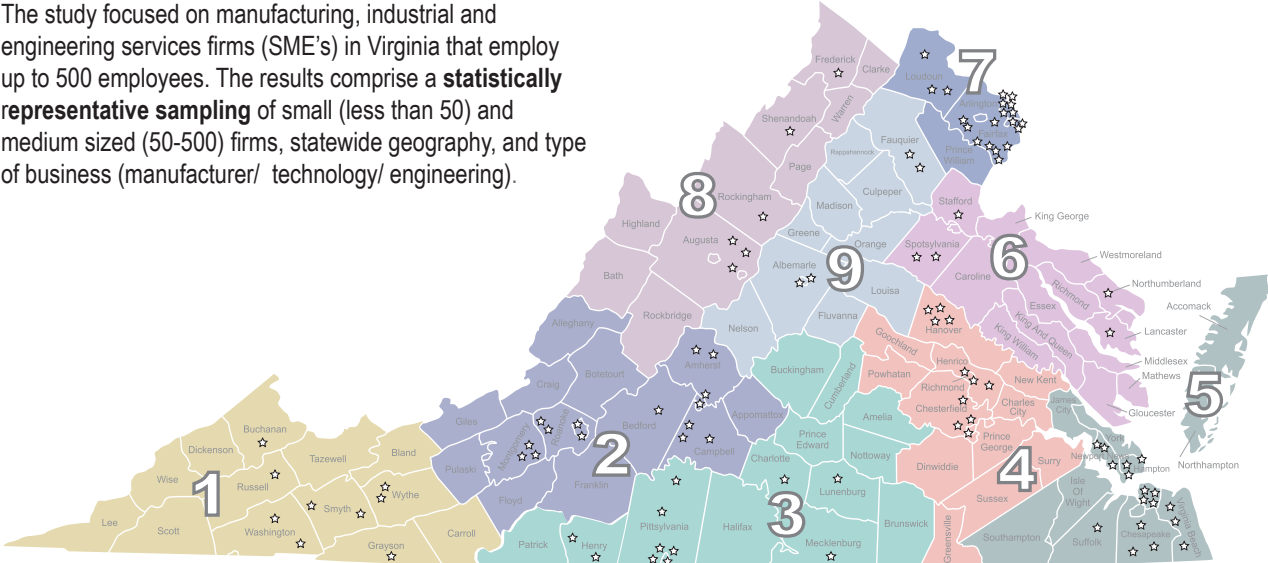
Summary

GENEDGE conducted a primary research study of **one hundred business owners and executive leaders** from a representative sample of **small to medium-sized manufacturers, industrial and engineering firms across the Commonwealth** regarding **anticipated needs and challenges in the next three years**. A telephone survey was executed by an independent firm. The survey asked free-response questions such as the executive's strategic intent for the business, crucial pain points, skills and capabilities lacking, and measuring business performance.

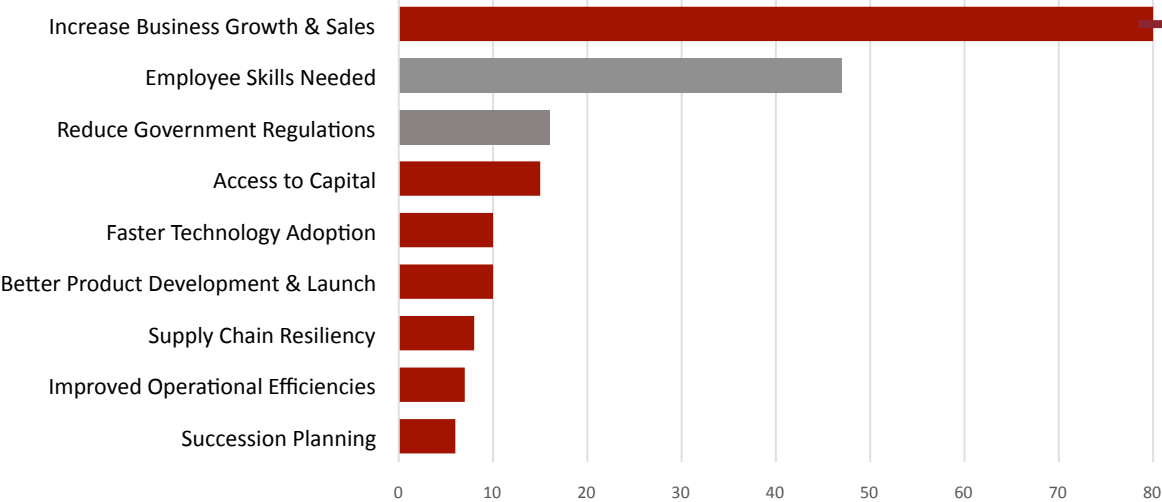
Recruiting and retaining employee talent was universally discussed, with a **pronounced need for professionals** including engineering staff, project managers, IT developers, sales, marketing, financial, and management staff in addition to operational roles such as machinists, technicians and maintenance.

Survey Population

The study focused on manufacturing, industrial and engineering services firms (SME's) in Virginia that employ up to 500 employees. The results comprise a **statistically representative sampling** of small (less than 50) and medium sized (50-500) firms, statewide geography, and type of business (manufacturer/ technology/ engineering).



Strategic Challenges Anticipated 2018-2020



Strategic Intent For The Business Over The Next 3 Years

- 80% of Executives stated that business growth is their intent.
- 10% want to maintain the company at about its present size.
- The remainder are looking to sell the business or to retire/turn it over to a successor.

If you have any questions or want to learn more about GENEDGE contact:

Aimee McCarthy, Marketing Director
804.323.2226 x228 • amccarthy@genedge.org

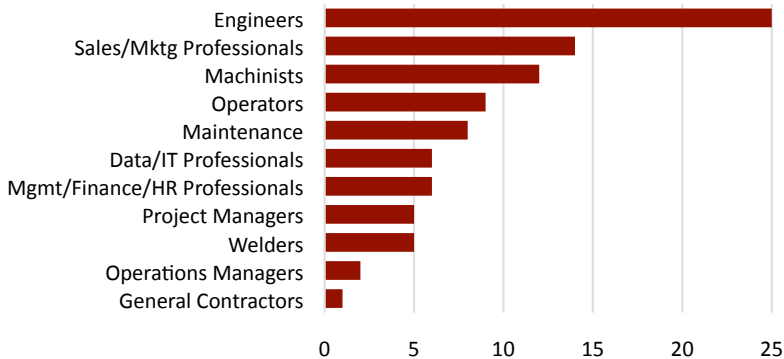
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The conversation continues...



Virginia Industrial Talent Gaps



Metrics Used to Measure Success



How Gaps Are Addressed

