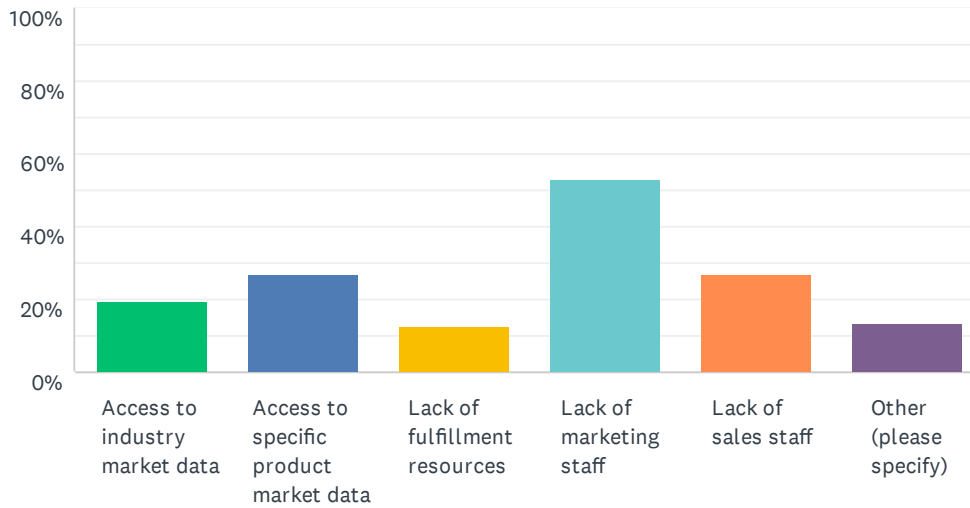


Q1 What barriers does your company face as you try to identify and access domestic markets? In other words, why is it hard for you to identify the types of U.S. customers you can target with your marketing and sales?

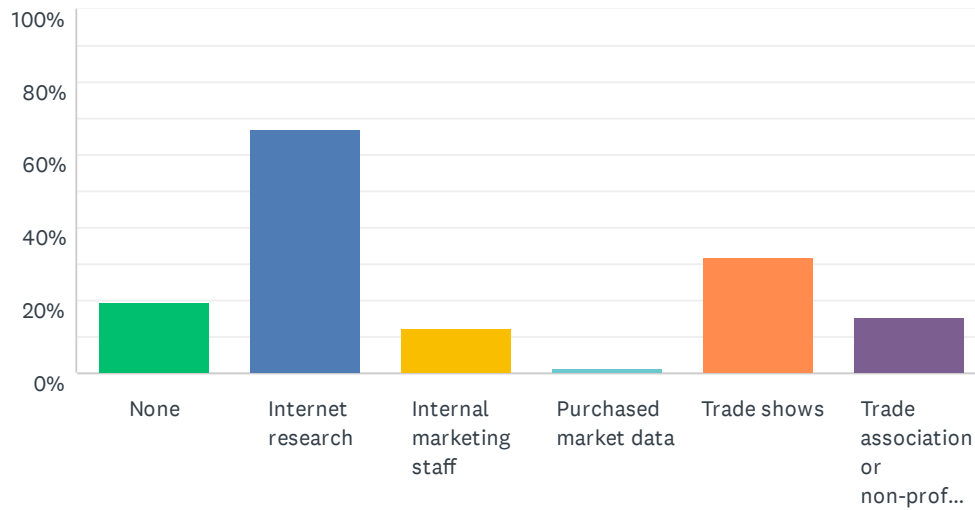
Answered: 157 Skipped: 0



ANSWER CHOICES	RESPONSES	
Access to industry market data	19.75%	31
Access to specific product market data	26.75%	42
Lack of fulfillment resources	12.74%	20
Lack of marketing staff	52.87%	83
Lack of sales staff	26.75%	42
Other (please specify)	13.38%	21
Total Respondents: 157		

Q2 What assistance do you currently use to identify and access domestic markets?

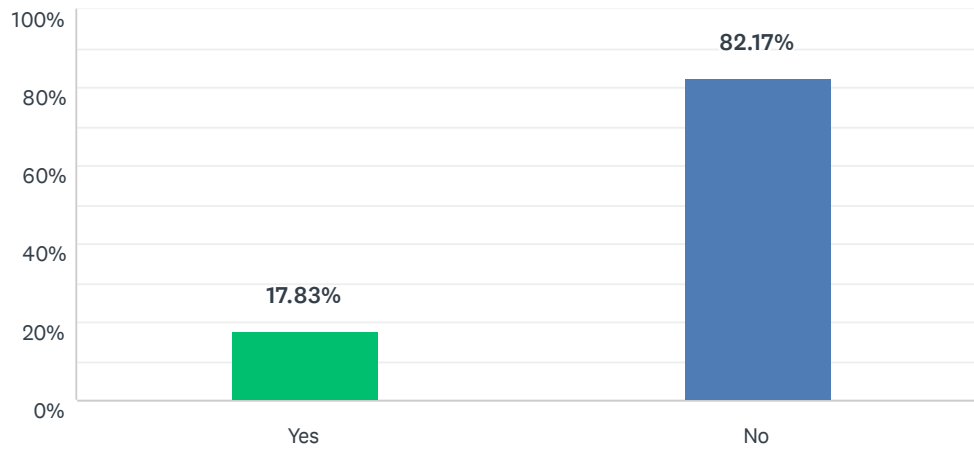
Answered: 157 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	19.75%	31
Internet research	66.88%	105
Internal marketing staff	12.74%	20
Purchased market data	1.27%	2
Trade shows	31.85%	50
Trade association or non-profit organization membership (list trade association)	15.29%	24
Total Respondents: 157		

Q3 Do you currently have access to current data on U.S./domestic markets and market trends for your products/industry?

Answered: 157 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	17.83%	28
No	82.17%	129
TOTAL		157

Q4 What trade groups or organizations do you rely on to assist you in accessing U.S./domestic markets?

Answered: 121 Skipped: 36

Maine Office of Business Development

Domestic Trade Survey 2020

Results for Question #4: What trade groups or organizations do you rely on to assist you in accessing U.S./domestic markets?

Responses:

- Community events
- Haunted Attraction Associations
- Portland Buy Local
- Maine Made Wholesale show
- seafood source
- Nothing
- Word of Mouth. Many Agricultural forums have accessed our website. You Tube is the #1 access point. Nothing like a visual demo when it come to using a scythe.
- Wild blueberry Association
- Wild Blueberry Association of North America (WBANA)
- New England Made Wholesale Show
- Affta
- Professional affiliations
- self research and states will supply buyers
- American Cheese Society
- none
- none, I rely on my own research
- SBDC, CEI, SCORE
- S&P Global
- Small Business Administration, marketing professor at Thomas College
- none; i try to find local art outlets via word of mouth,
- Pretty much, clueless
- New England Made show, Girls with Great Lines show, Faire
- League of NH Craftsmen
- Not aware of any trade groups.
- WE do it all ourselves bc we don't know what groups are available to help us.
- Farmers markets, Festivals, Craft fairs
- Opportunity Finance Network Chambers of Commerce PTAC
- none currently
- Glass art society
- None
- Maine Made
- Maine Made
- Etsy
- Google
- MOFGA,

- Running groups, Race organizers, Ambassadors.
- None
- My approach is to have a website out there and have links through various businesses and organizations and by work of mouth as I have been doing this for 30 some years.
- None
- Manta, Google
- Cosmetic groups
- None
- None
- Maine Center for Entrepreneurs is the best program available. Their team is amazing! We have been part of their Cultivator program this year and they have helped increase sales by 30% year over year as well as help with market research data and social media information and data. Every company who is in growth should take advantage of MCE. Sue Hanson is one of the best in the business and has been significantly instrumental with our leadership team and holding our team accountable. Their works shops are great too. Also, Maine Grocers & Food Producers offers a ton of value with getting you in front of key customers and contacts. As a co-packer our biggest issue is most of our clients have a hard time actually selling either because they are not very interested in it, they are afraid of selling or they don't hire a person due to cash flow. Many people like to make a product but they don't know how to sell a product and it's a very common occurrence in the food industry as well as many other
- IDDBA
- Craft Industry Alliance, independent sales reps, magazine publishers
- Sales Reps
- Portland public Library Data Bases, Maine Made, New England Made
- None
- None
- I don't know which ones to use
- United Maine Craftsmen
- None
- NASFT
- none
- None
- NONE
- NEP
- Trade shows and advise from friends/owners of small businesses
- Again, specific guilds and organizations in my niche. I am not in a commodity so these are varied and numerous.
- Maine Made New England Made (Show)
- Maine Made and Maine Crafts Association
- American Society of Interior Designers
- Wholesale gift shows from here to Atlanta
- PMPA

- None
- Specialty Food Association
- Outdoor Industry Association, Maine Outdoor Brands, Maine Made
- I am unaware if any that would help me pro-actively reach new markets. The artisan groups / organization I belong to provide a bit of potential for someone finding me.
- Facebook, instagram, Maine crafts association, Maine Made
- Retail Assoc Maine , NRF , ADI
- None
- Craft Industry Alliance Ravelry
- None
- none, I didn't think about it. I had signed up for the New England Made trade show for the first time this year, but it was cancelled. I invested a lot of time and research on how to reach out in a direct way to buyers, but not online or differently yet. I am turning around by producing videos and sending out many of the samples I made, but the return isn't enough yet
- Maine Woodworker's association
- Internet research; I use my website analytics but it's just a snap shot.
- None - I'm a one-person operation so all aspects of the business are done by me.
- Professional Picture Framers Assoc.
- None we need help in this area.
- sbdc
- None
- We utilize a direct sales/cold call approach.
- tfguild.org
- DEPT. OF AGRICULTURE, MAINE MADE, NEW ENGLAND PRODUCTS TRADE SHOW
- word of mouth of fellow crafts people
- Maine Made Maine Crafts Assoc.
- Maine Maple asso.
- Basically the trade shows. However, a trade show is only as strong as 'it's' weakest link...meaning getting the buyers in of the right caliber that would buy our product. Trade magazines is another lower point of trying to reach our market....finding digital issues more 'fruitful' than paper issues.
- Maine made
- MJSA - Manufacturing Jewelers and Suppliers of America
- None.
- Jewelry groups
- UNFI, KeHe, Maine AG.
- None
- None
- Mitc
- Because I am an artist, I try to exhibit as much as possible at venues where customers will be attracted to and appreciate my work. Such a venue is Maine Fiberarts.
- none
- Pemaquid Craft Co-op, and a friend brings my product to various other shops along the coast.

- None
- Maine Made
- None
- Specialty Food Association
- Etsy, CustomMade.com, Amazon Handmade
- None
- Maine Sportsmen Alliance
- JCK
- None
- Regional wholesale trade shows-Giraffe Events New England Made
- none
- Non3
- None
- Maine tourism association,
- We have a national network of Manufacturing Representatives that has been developed over the past 40 years.