Fundamentals Course Homework

Session 3

Part B
The following Excel file (Open Ended Survey Homework.xlsx) contains a number of responses from a COVID-19 business retention and expansion survey conducted in Mississippi. What topics would you use to categorize these responses?

Response 1

Funding Support

PPE Supply

Information Support

Technology Support

Marketing Support

Response 2

The survey has 103 responses. I don't think anyone would take the time to read this as it is.

First, we need to make some general topics:

How has Covid effected your business:

Out of 103 survey's – the following are hot topics

Workforce – 30

Grants – 30

Loans - 10

Guidelines for opening Business: 20

Employee's – not wanting to be called back: 9

NONE – 4

Response 3

Communication
Broadband Access
Customer Service
Access to funding
Marketing
Infrastructure
Workforce
None Needed

Response 4