

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

The topics were all over the place and many of the comments contradict each other. With that said, the topics I would highlight from the open-ended data would be as follows:

Financial and Government

- 1. The need for better Grants, Financial Support and Less complicated Funding*
- 2. Loosening restrictions and helping to obtain more PPP*
- 3. Creating economic incentives through less tax and access to more capital*
- 4. Following consistent guidelines and best practices based on doctors and experts*
- 5. Reduce or stop unemployment support*
- 6. Better government leadership*

Infrastructure

- 1. Broadband and access to faster Internet*
- 2. Better access to healthcare*

Local Government

- 1. Business Loans/Lines of Credit*
- 2. Local support / Buy Local Campaigns*
- 3. Social Media Campaigns*

Response 2

- Operations/ Business Concerns
 - Family
 - Government assistance
 - Covid Concerns/Communication
 - Finances or Financial Aid
 - Government Restriction
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Response 3

Topics I would use to categorize these responses (to name a few):

- Financial support
- PPE required
- Information
- Technology/ Internet access
- Marketing and communication
- Workforce
- COVID – effects, recovery, education

Response 4

After looking at the excel sheet for this session, I feel that the information can be broken down into the following main categories:

- Health & Safety
- Government Assistance
- Communication
- Workforce/Staffing
- Infrastructure
- Other

Response 5

Resources
Technology
Information
Conflict
Finance
Local Government
Workforce
Success Story
Economy
Safety
Federal and State Government
No concern

Response 6

Childcare
Broadband
Supply chain
Workforce
Funding
Small business support
COVID guidelines and PPE
Marketing
Taxes and regulations

Response 7

Using the responses from the Covid -19 Mississippi business survey, I would use the following categories:

Access to Funding/Programs/Grants
Effective Communication
Shop Local Initiatives
Internet Access
Workforce
Supply Chain Disruption
Government Red Tape

Response 8

Social media
Financial
E-commerce support
Supply chain
COVID guidelines
No comment/other
Positive feedback
Customer support
Government involvement
Support for self-employed

Concern comments
PPE

Response 9

List of Topics Based Off Responses:

- Government's response and role in mitigating the COVID 19 pandemic
 - What do they needs from the government to operate during the pandemic?
- The effects of COVID on businesses
- What COVID 19 response has affected the business and what should be done about it?
- Business owners opinion on how to open up again to the public during COVID
- What would help businesses operate better?
- What funding opportunities are needed for success?

Many of the responses provided have something to do with the current pandemic and the businesses opinion how the government should step in and handle the situation.

Response 10
