



# St. Maarten Chamber of Commerce & Industry(COCI) Business Survey

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COCI would like to invite your organization to participate in an anonymous, highly confidential 36 question Business Survey. This survey will enable us to effectively evaluate the current business environment and how we as the Chamber can further facilitate economic development on St. Maarten.

**Please select one option per question/statement (unless otherwise indicated)**

*Note: All Figures are Given in Antillean Florin/Guilders*

**CATEGORY: Business Establishment & Workforce Data**

1. What is your primary business activity?

- Agriculture, Forestry, Fishing
- Construction
- Manufacturing
- Transportation & Public Utilities
- Wholesale Trade
- Retail Trade
- Finance, Insurance, Real Estate
- Services
- Public Administration

2. How long has your business been established on St. Maarten?

- Less than 1 year
- 1- 5 years
- 6- 10 years
- 11- 15 years
- 16 years or more

3. How did you finance the establishment of your business?

- Business Bank Loan
- Investors
- Personal Savings
- Both Savings & Bank Loan
- Other, please specify.....

4. How many employees does your business have?

- Less than 5
- 6- 10
- 11- 15
- 16- 20
- 21 or more

5. How many females do you employ?

- Less than 10
- 10- 15
- 16- 20
- 21- 25
- 26 or more

6. How many males do you employ?

- Less than 10
- 10- 15
- 16- 20
- 21- 25
- 26 or more

7. What is the average age of employees?

- 18- 30
- 31- 40
- 41- 50
- 51 or older

8. What amount of your employees are on contract?

- Very much
- Moderate
- A little
- None at all

9. What amount of your employees are permanently employed?

- Very much
- Moderate
- A little
- None at all

10. Which occupations make up most of your business?

- Legislators, Senior Officials and Managers
- Professionals
- Technicians and Associate Professionals
- Clerks
- Service Workers & Shop & Market Sales Workers
- Skilled Agricultural & Fishery Workers
- Craft & Related Trade Workers
- Plant and Machine Operators and Assemblers
- Elementary Occupations (custodial, street vendors, etc.)

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11. What level of education is required for most of your occupations?

- None
- Technical/ Vocational
- High School/ GED
- Associate's Degree or equivalent
- Bachelor's Degree or equivalent
- Master's Degree or equivalent
- Doctoral Degree or equivalent

12. What is the average gross monthly salary for front office administrative employees?

- Less than Fls. 2,000
- Fls. 2,001 - 3,000
- Fls. 3,001 - 4,000
- Fls. 4,001 - 5,000
- Fls. 5,001 or more

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13. What is the average gross monthly salary for back office administrative employees?

- Less than Fls. 2,000
- Fls. 2,001 - 3,000
- Fls. 3,001 - 4,000
- Fls. 4,001 - 5,000
- Fls. 5,001 or more

14. What is the average gross monthly salary for supervisory level administrative employees?

- Less than Fls. 2,000
- Fls. 2,001 - 3,000
- Fls. 3,001 - 4,000
- Fls. 4,001 - 5,000
- Fls. 5,001 or more

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15. What is the average gross monthly salary for managerial/executive level employees?

- Less than Fls. 2,000
- Fls. 2,001 - 3,000
- Fls. 3,001 - 4,000
- Fls. 4,001 - 5,000
- Fls. 5,001 or more

16. Does your business outsource services to external providers? If so, select all that applies.

- Accounting/ Bookkeeping
- Website Hosting/ Marketing & Promotions
- I.T. (Computer) Assistance/ Maintenance
- Custodial/ Housekeeping
- General Repairs/ Maintenance
- Safety/ Security
- Consulting/ Advisory Services
- Other, please specify .....

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**CATEGORY: Business Operations, Economic Stability & Marketing**

17. In terms of your business space.....

- It is owned
- It is leased
- It is rented
- It is rent to own
- Other, please specify .....

18. If your business space is rented, what are rental costs per month?

- Less than Fls. 2,500
- Fls. 2,501 - 5,000
- Fls. 5,001 - 7,500
- Fls. 7,501 - Fls. 10,000
- Fls.10,001 or more

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19. Which consumer category makes up most of your sales revenue?

- Commercial (From Businesses)
- Residential (From Individuals)
- Non-residential (From Tourists/ Visitors)
- Governmental (From Gov't Contracted Work)
- Other, please specify .....

20. If your business was to expand within the next 1-5 years, which resource will need the most allocation?

- Personnel (Labor)
- Production (Raw Materials)
- Capital assets (Land, Building, Interest etc.)
- Information Technology (Computer)
- Other, please specify .....

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21. If your business was to downsize within the next 1-5 years, which resource will need the most reduction?

- Personnel (Labor)
- Production (Raw Materials)
- Capital assets (Land, Building, Interest etc.)
- Information Technology (Computer)
- Other, please specify .....

22. In terms of financial stability, how would you categorize your business?

- Very stable
- Stable
- Neither stable nor unstable
- Unstable
- Very unstable

23. What are the biggest risk factors that might affect your business?

- Economic recession
- Government restriction/legislation
- Rising labor costs
- Shortage of qualified employees
- Other, please specify .....

24. How would you rate St. Maarten's economic strength (ability to grow and sustain over time)?

- Very strong
- Strong
- Neither strong or weak
- Weak
- Very weak

25. How do you market (advertise/promote) your business? (Select all that applies).

- Radio/ Television
- Newspaper
- Social Media
- Website
- Billboards
- Flyers/banners
- Magazines/ Published Material
- Word of mouth/referral

26. On average, how much do you spend on marketing (advertising/promotion) annually?

- Less than Fls. 2,500
- Fls. 2,501 - 5,000
- Fls. 5,001 - 10,000
- Fls. 10,001 - 20,000
- Fls. 20,001 or more

### CATEGORY: Workplace Socialization & Corporate Citizenship

27. Does your company practice Corporate Social Responsibility?

- Yes
- No
- I do not know what Corporate Social Responsibility is

28. If you answered Yes to Question 27, in which capacity do you incorporate Corporate Social Responsibility? (Select all that applies).

- Annual donations to a charity, public/ non-profit organization
- Adopt an educational institution/ public entity
- Participate in community/volunteer programs/activities
- Contribute to/hold environmental/ "green" initiatives
- Hold fundraising events for a good cause
- Other, please specify.....

29. Does your business engage in Workplace Socialization activities or offer Special Incentives?

- Yes
- No
- I do not know what Workplace Socialization/ Special Incentives are

30. If you answered Yes to Question 29, in which capacity do you incorporate Workplace Socialization or Special Incentives? (Select all that applies).

- Team-building exercises/retreats
- Motivational training/workshops
- Participate in organized outings/activities
- Offer incentives for special occasions
- Have employee reward/recognition programs
- Offer special benefits for employees
- Other, please specify.....

### CATEGORY: Business Development & Investment

31. Does your business provide employee training and development?

- Yes
- No

32. If you answered Yes to Question 31, what type of employee training is utilized?

- In-house/ on the job
- Locally/ outside the job
- Abroad
- Online
- Other, please specify .....

33. Has your business made any major investments in the past five years? If Yes, what amount has been invested?

- Less than Fls. 10,000
- Fls. 10,001 - 25,000
- Fls. 25,001 - 50,000
- Fls. 50,001 or more

34. Is your business planning any major investments in the coming five years? If Yes, what amount will be invested?

- Less than Fls.10,000
- Fls. 10,001 - 25,000
- Fls. 25,001 - 50,000
- Fls. 50,001 or more

35. If you have answered Yes to Questions 33 and/or 34, please specify the type of investment. (Select all that applies).

- Software/hardware/ information technology
- Personnel training/development
- Purchasing of capital assets such as land, building, machinery etc .
- Branding/Marketing Campaigns/Activities
- Infrastructure (property) improvement projects
- Other, please specify .....

36. How does current and future Government activities affect your business' economic value?

- Mostly positively
- Positively
- Neither positively or negatively
- Negatively
- Mostly negatively

**BONUS: Chamber of Commerce Service Questions**

1. Do you know what is the main function of the Chamber?

- Yes
- No

2. Where did you mainly learn about business start-up/ expansion?

- Government Departments/Ministries (including websites)
- Chamber of Commerce & Industry (including website)
- Personal Referral/ Reference
- Notary/ Lawyer
- Other, please specify .....

3. Which service would you like to gain from the Chamber? (Select all that applies).

- Entrepreneurial Lectures/ Symposiums
- Business Development/ Training Sessions
- Informational Sessions on Business Start-up
- Digital Documentation (Start-up Documents)
- Professionalism /Personal Development Workshops
- Economic/Business Statistics
- Business Representation/ Lobbying to Government
- Increased Public/Private Partnerships/ Initiatives
- Other, please specify.....

4. Do you participate in and/or attend Chamber Initiatives/Events/Activities?

- Always
- Very Often
- Sometimes
- Rarely
- Never

5. If you answered Rarely or Never to Question 4, what is the main reason?

- Lack of awareness/ information
- Poor Timing
- Not interested
- Costs
- Other, please specify .....

**Additional Comments**

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