



PRESENTS THE

2018 ECONOMIC OUTLOOK SURVEY

WITH THE FMWF CHAMBER OF COMMERCE &
MINNESOTA STATE UNIVERSITY MOORHEAD
AND THE PASEKA SCHOOL OF BUSINESS

Agenda

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FMWF Business Characteristics & Sectors

2

Labor Market & Employment

3

2017 FMWF Business Performance Results

4

2018 FMWF Business Performance Outlook

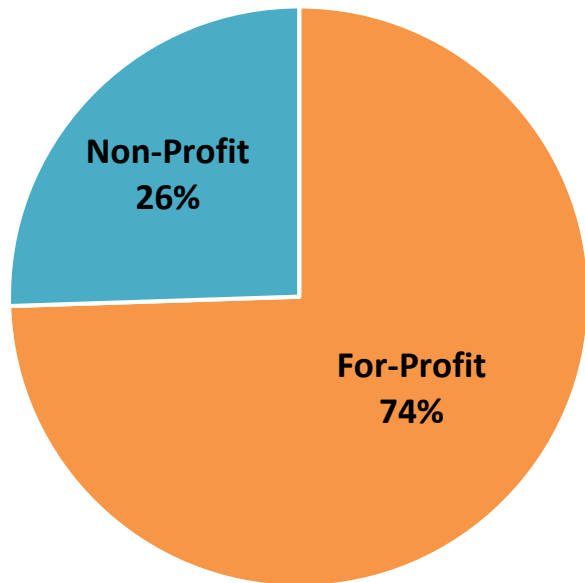
5

Final Remarks

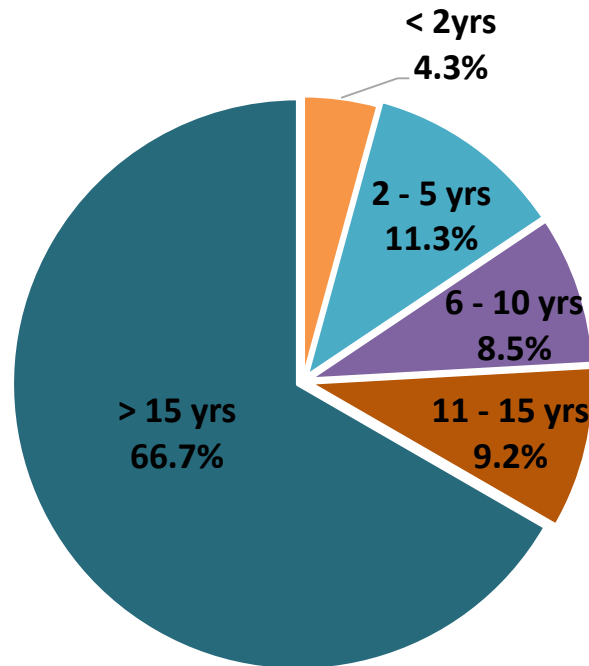


Business Characteristics

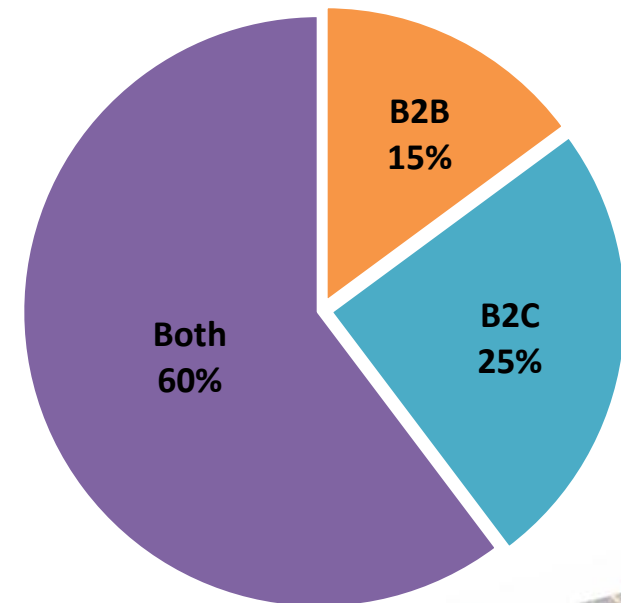
Business Types



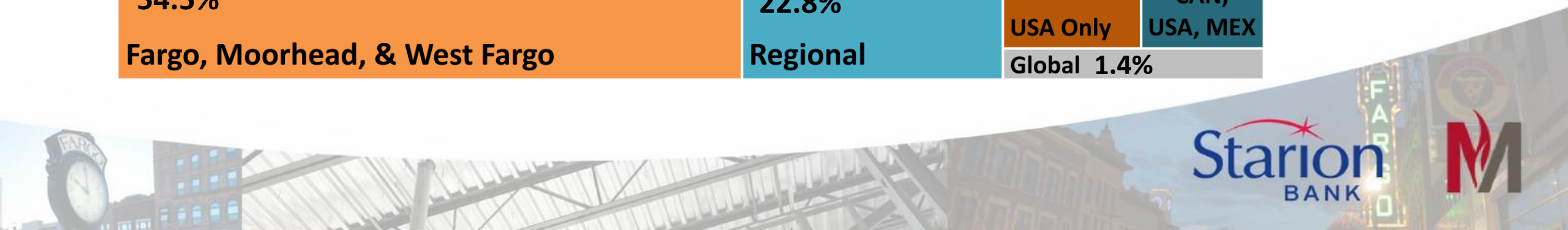
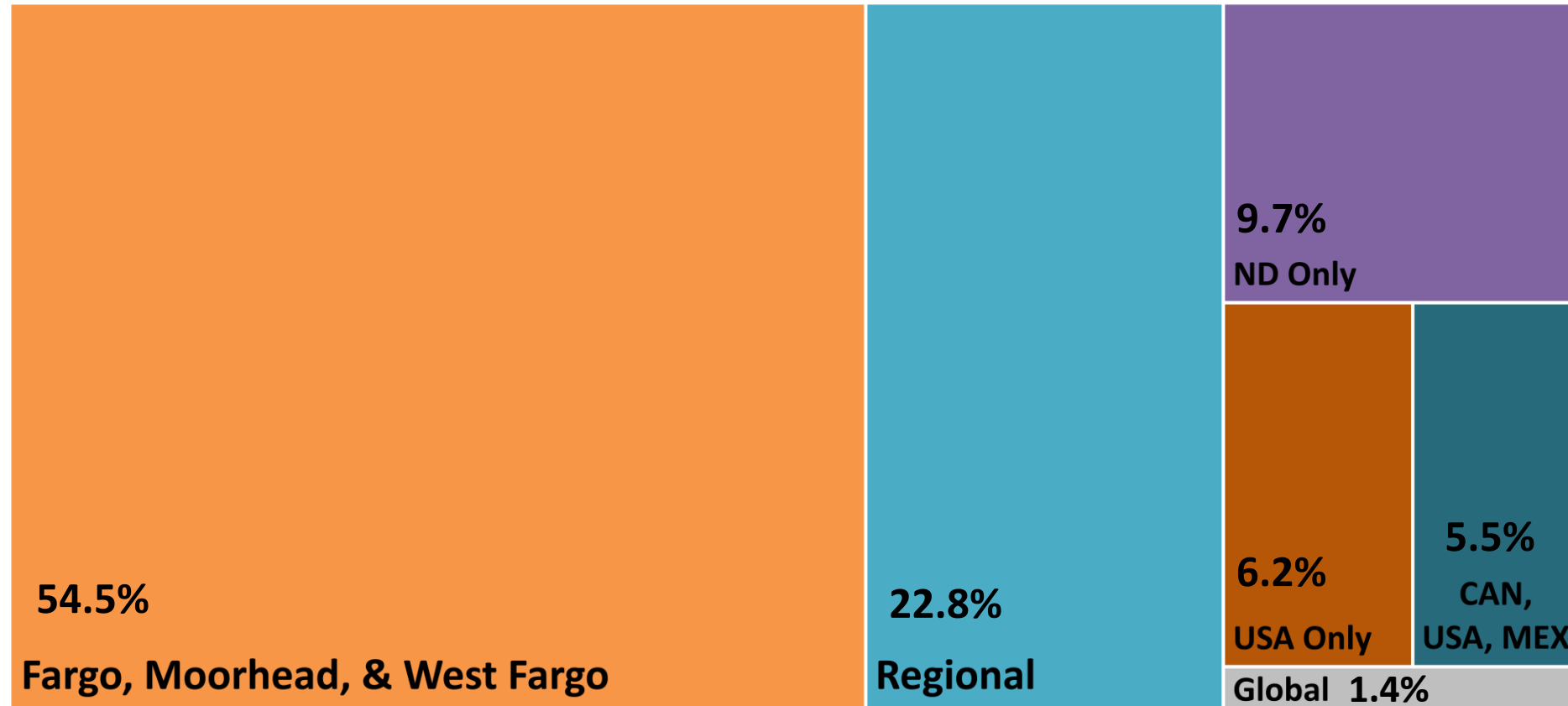
Business Ages



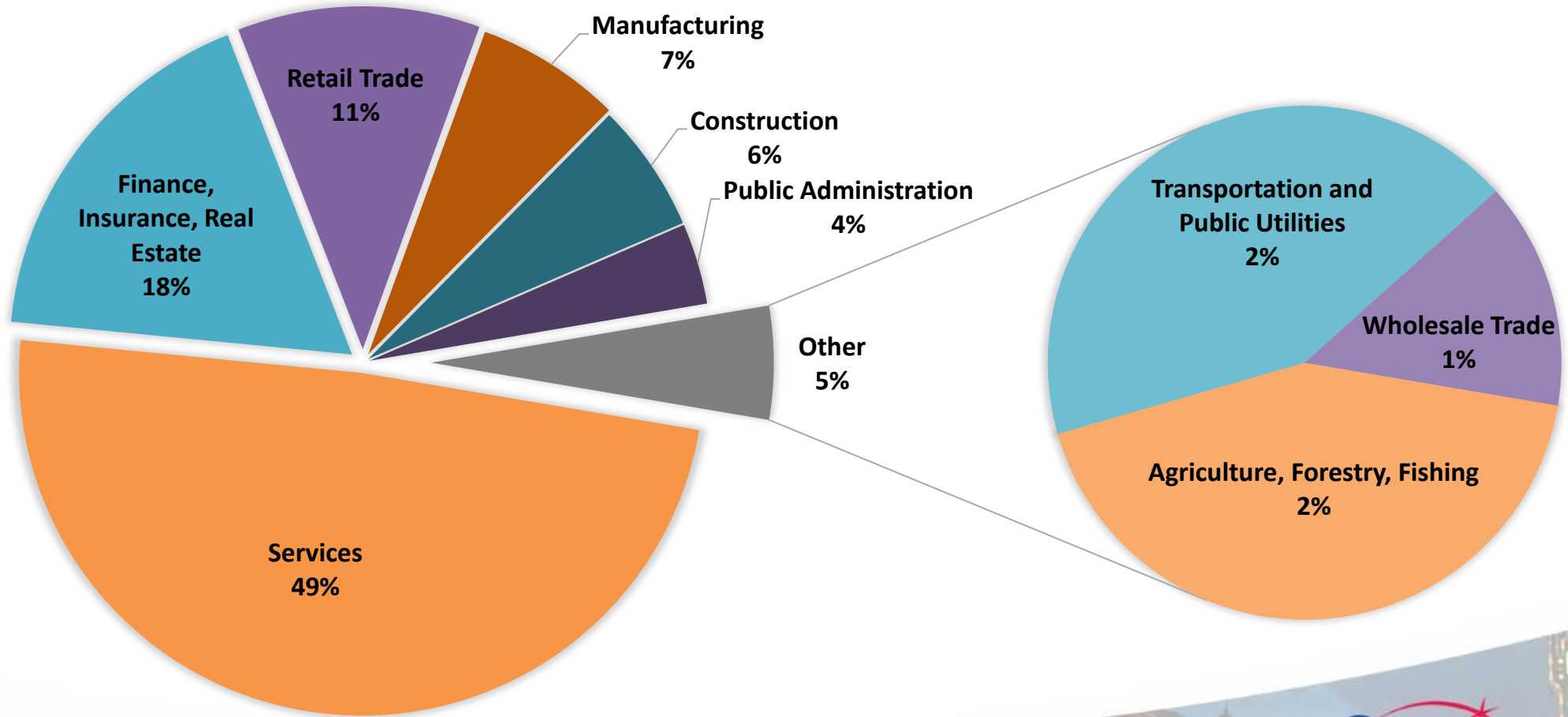
Business Classification



Primary Target Market

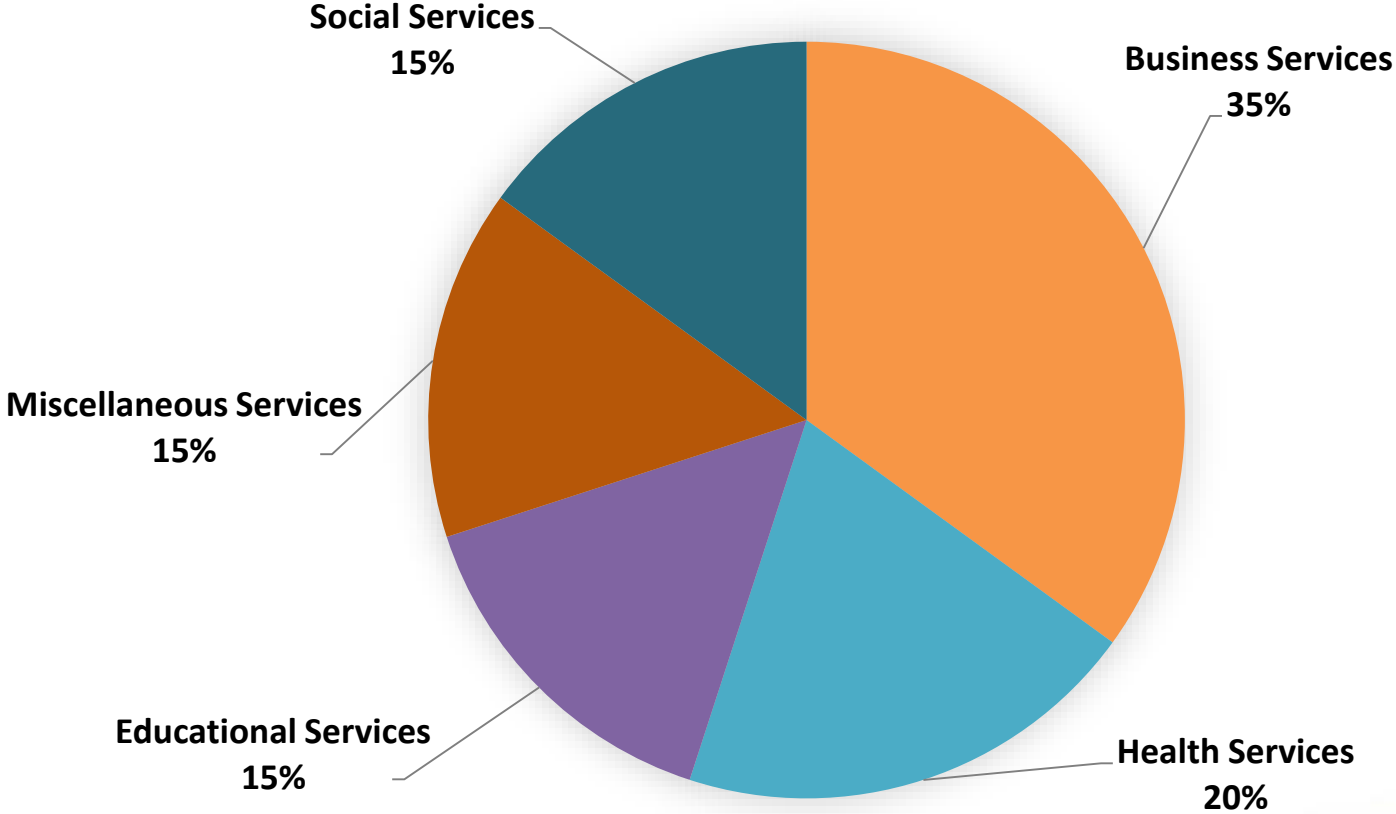


Business Sectors



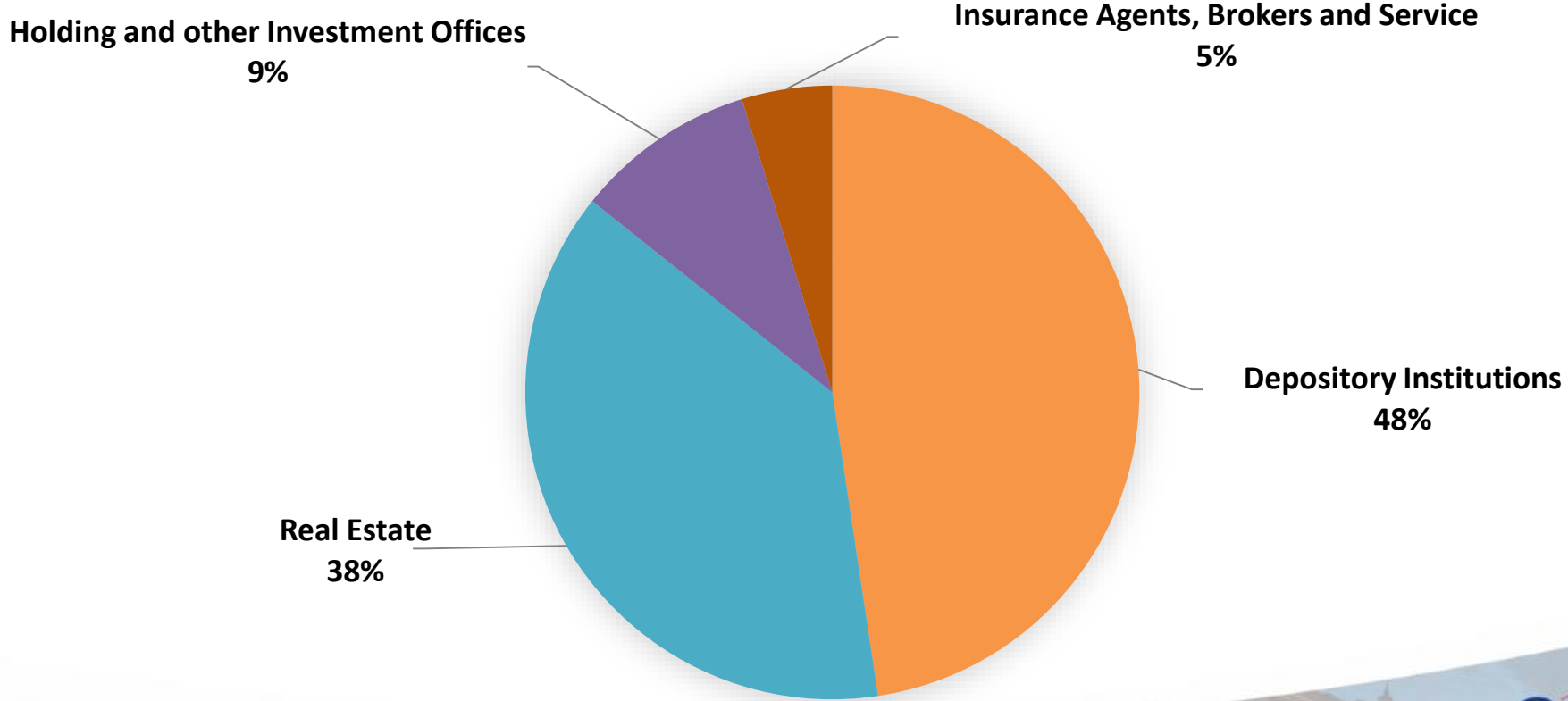
Top 3 Business Sectors

SERVICE



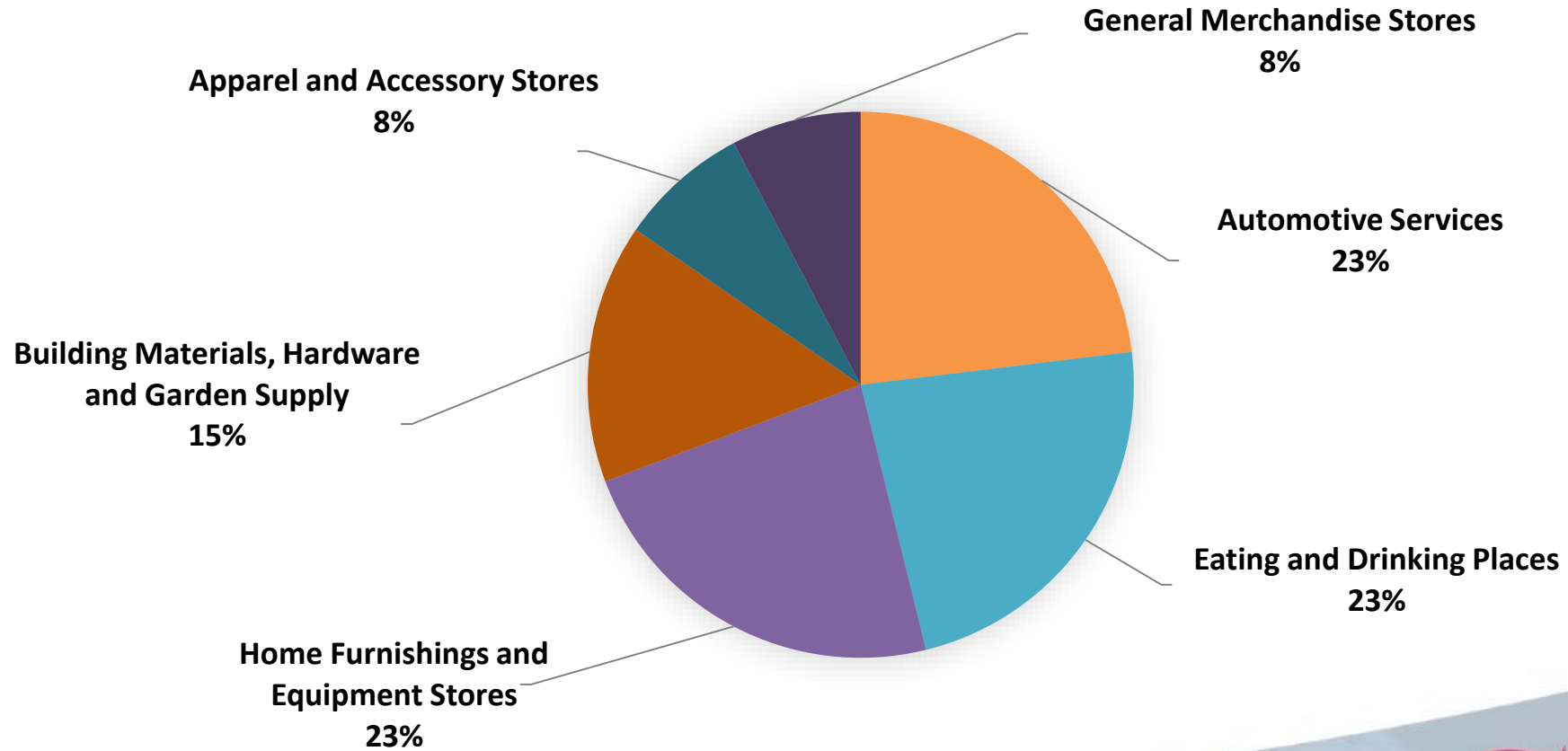
Top 3 Business Sectors

FINANCE, INSURANCE & REAL ESTATE



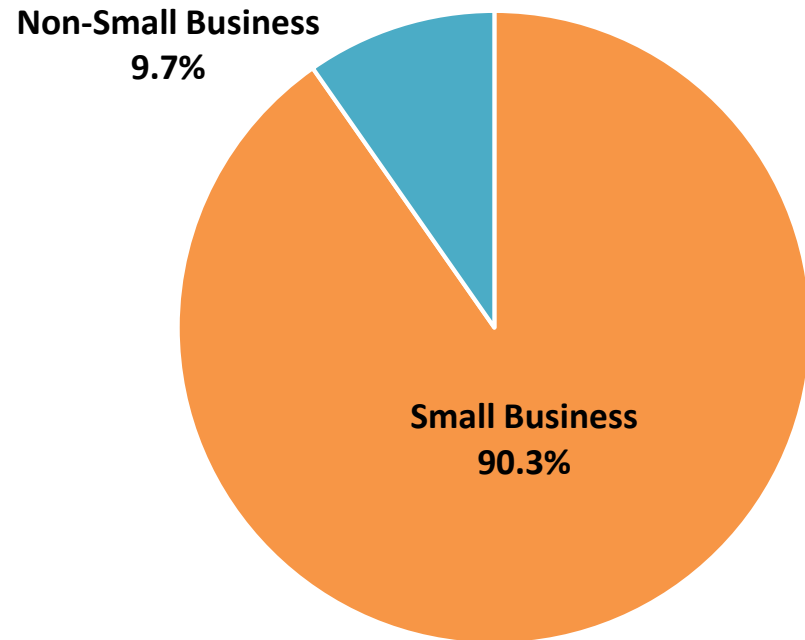
Top 3 Business Sectors

RETAIL TRADE

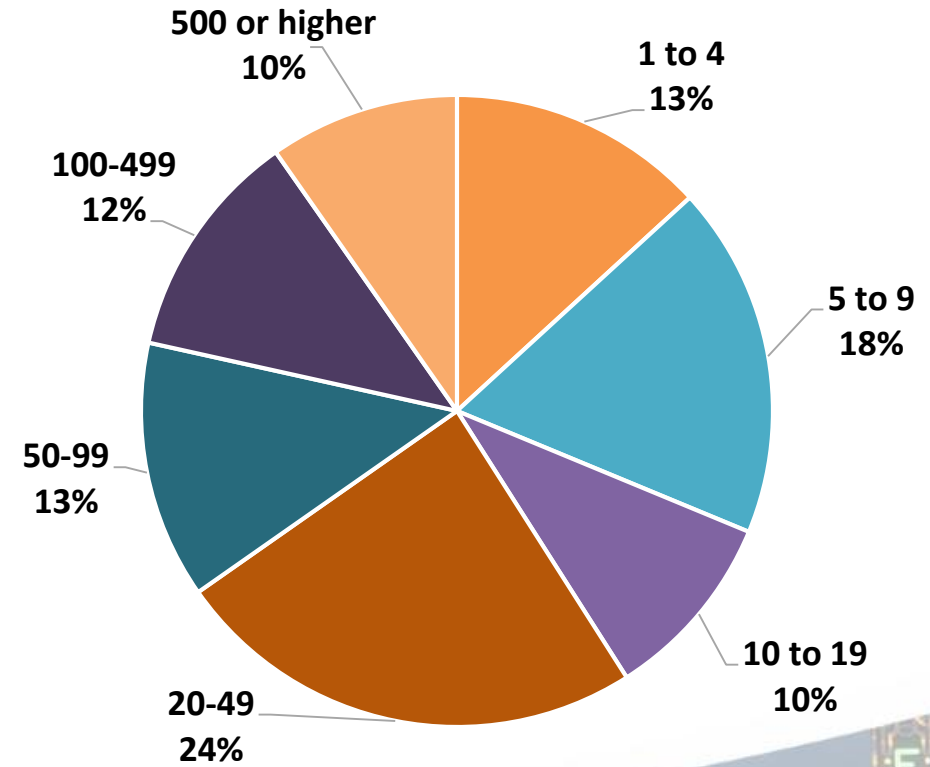


Employment

Firm Size

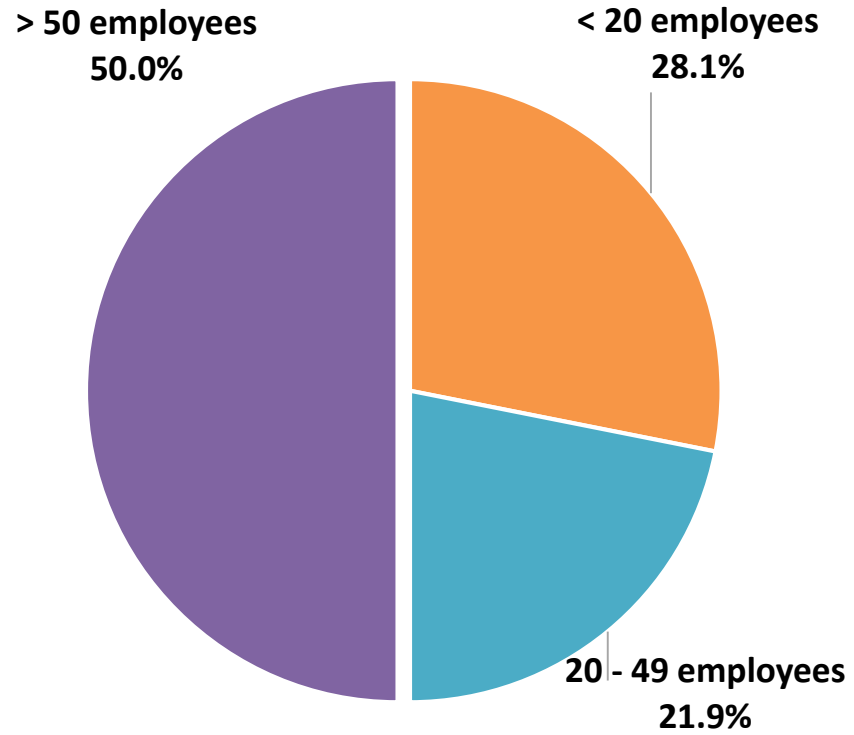


of Employees

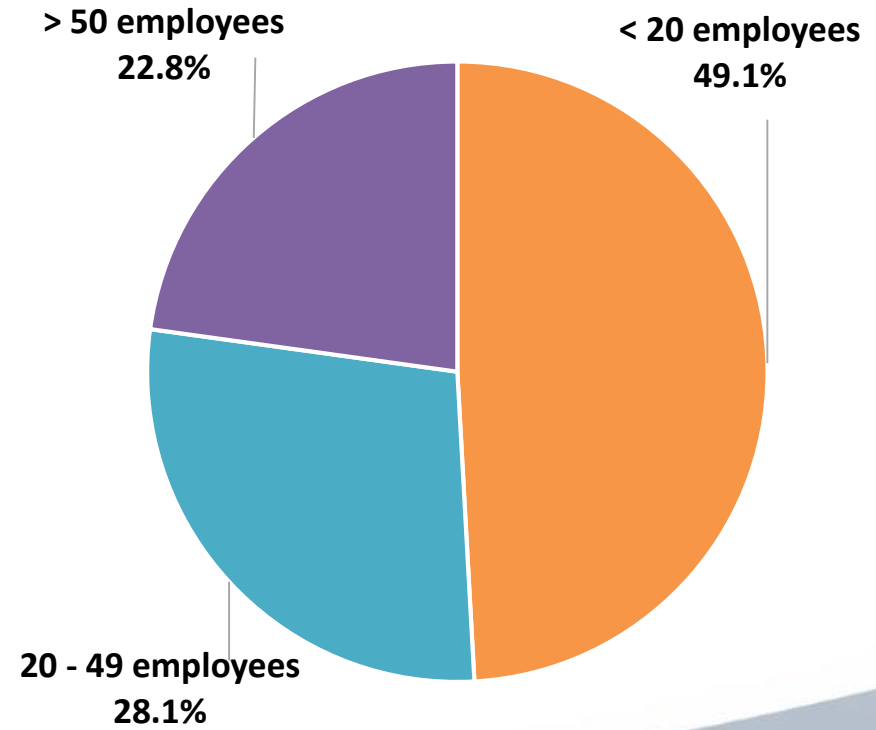


Employment Issue: Yes vs No

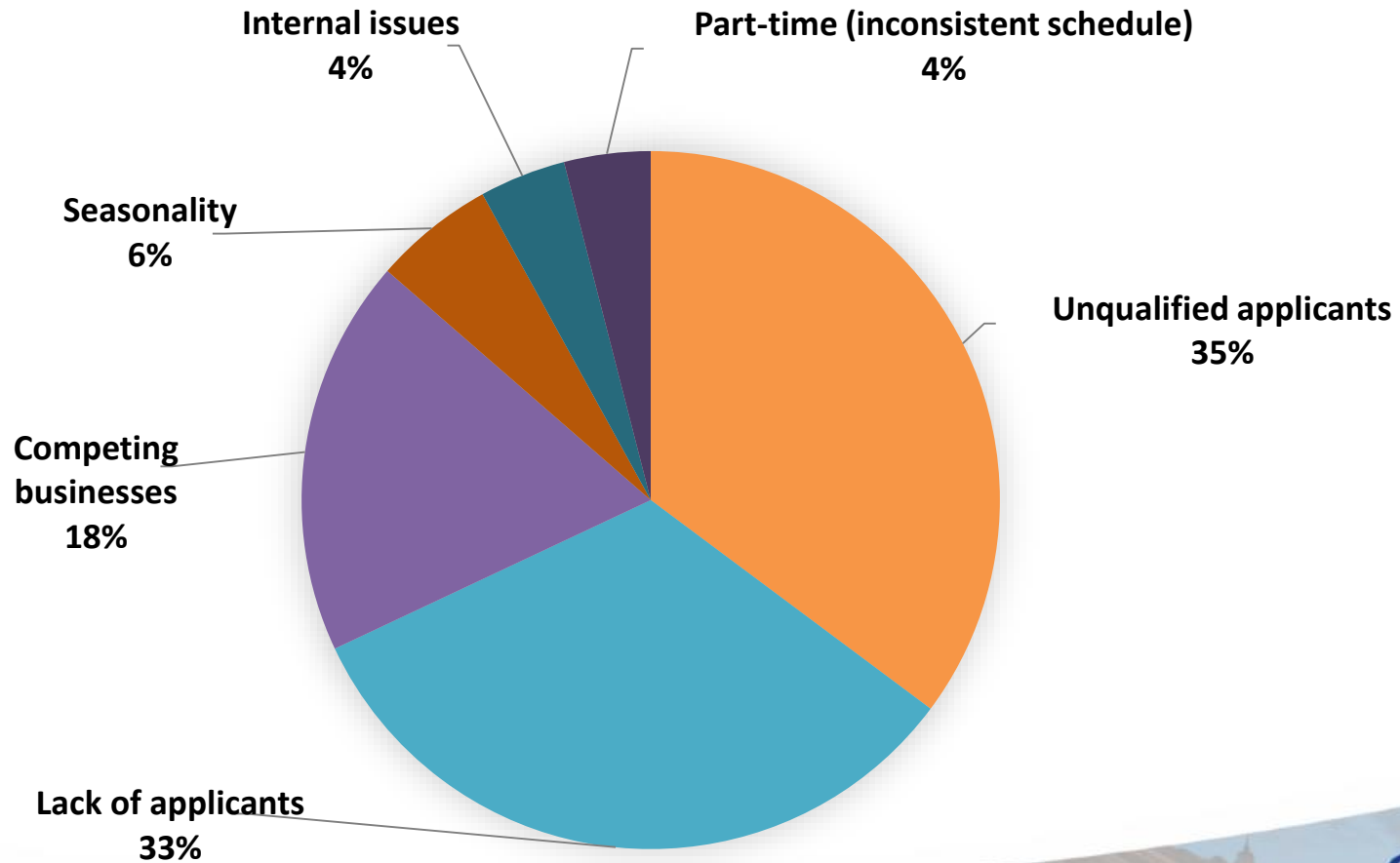
Yes



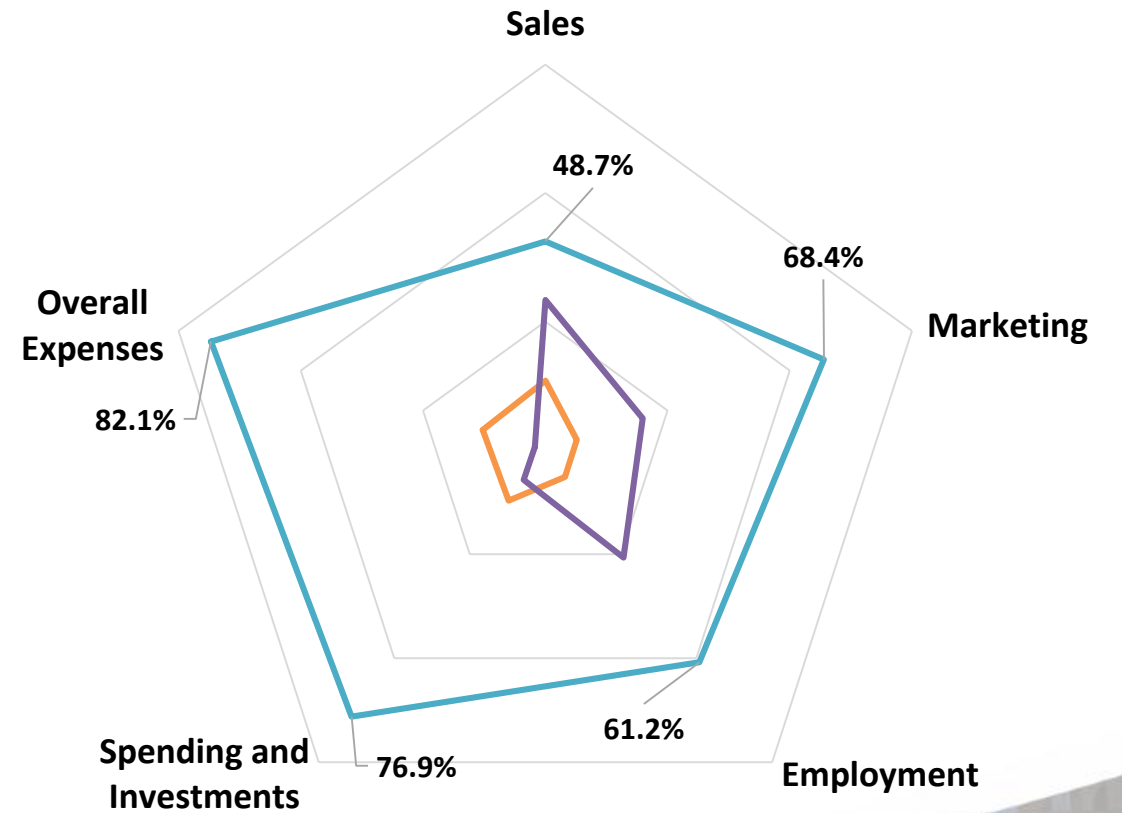
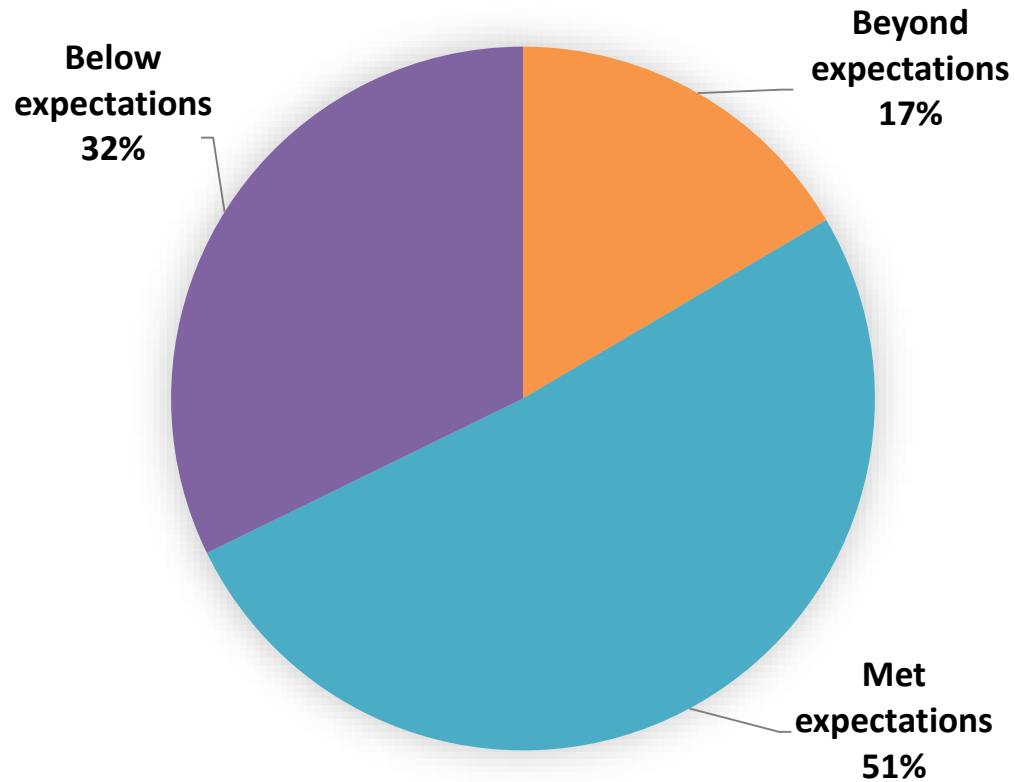
No



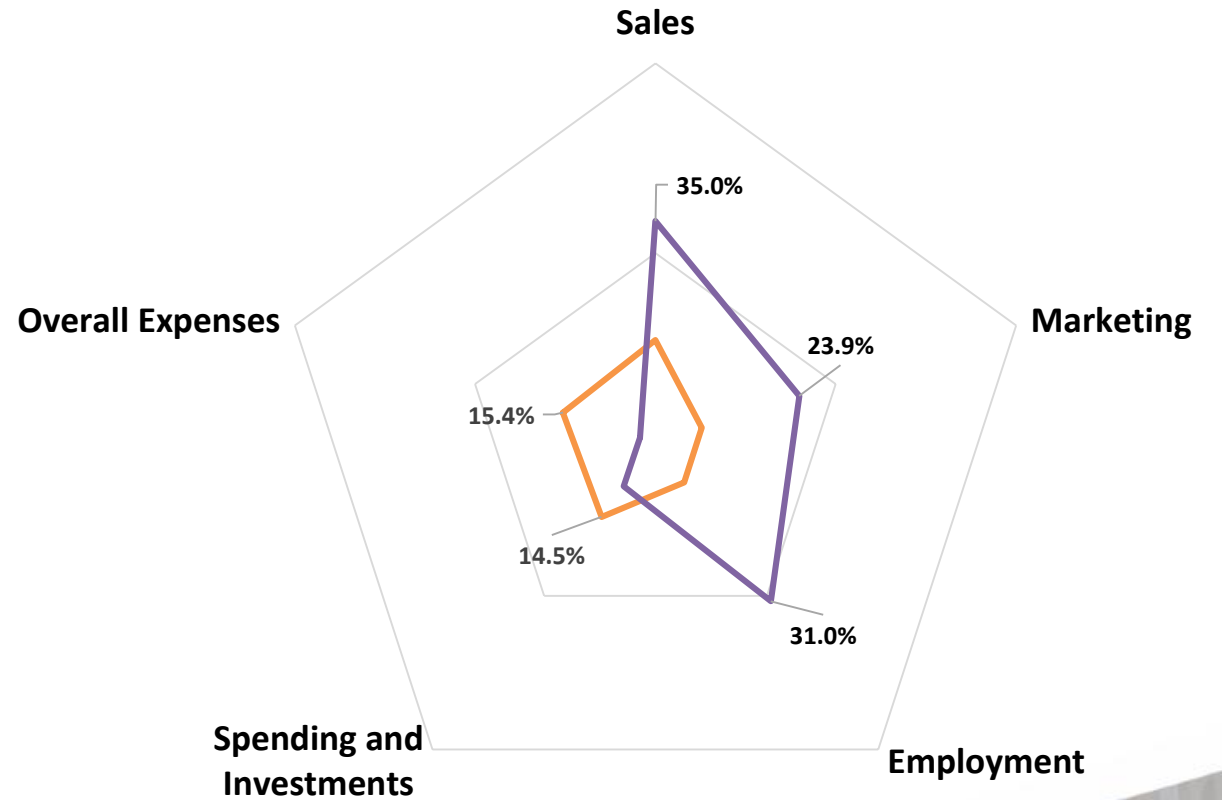
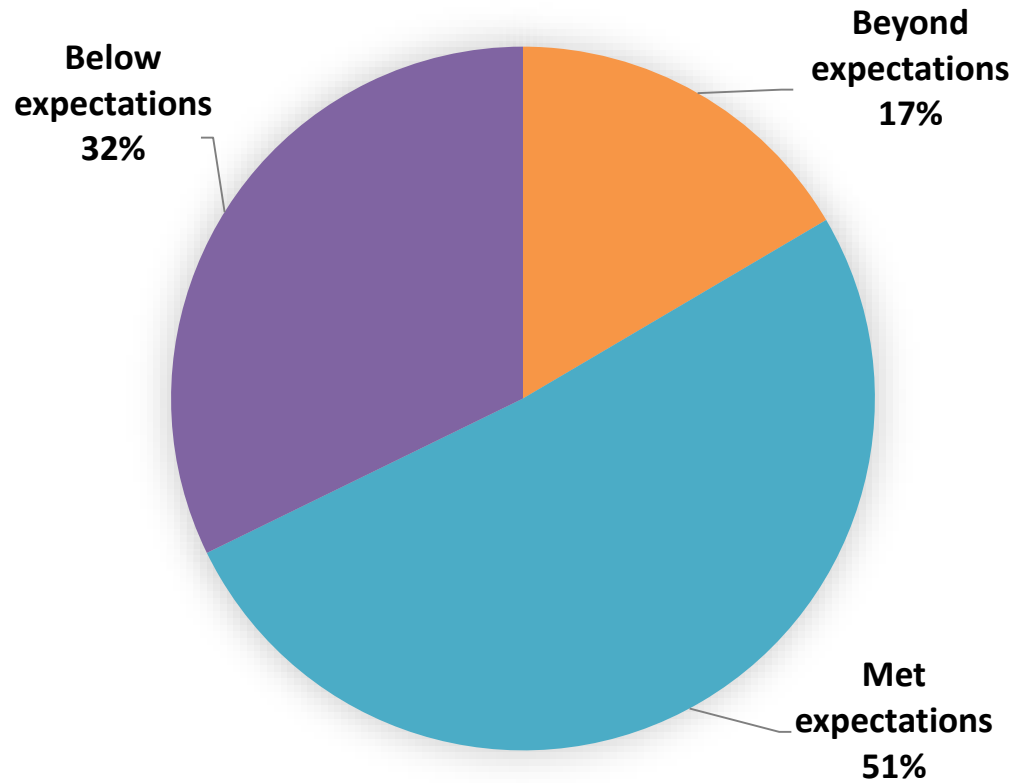
Employment: Primary Issues



2017 Business: Performance vs. Expectation



2017 Business: Performance vs. Expectation



Top 5 Business Challenges

67.06%

19.83%

13.31%

13.08%

11.92%

8.92%

6.50%

5.16%

5.03%

4.77%

4.58%

3.65%

2.69%

0.57%

External Factors

52.1%

- Competitive Factors
- Growing Sales
- Economic Uncertainty
- Technology
- Regulations

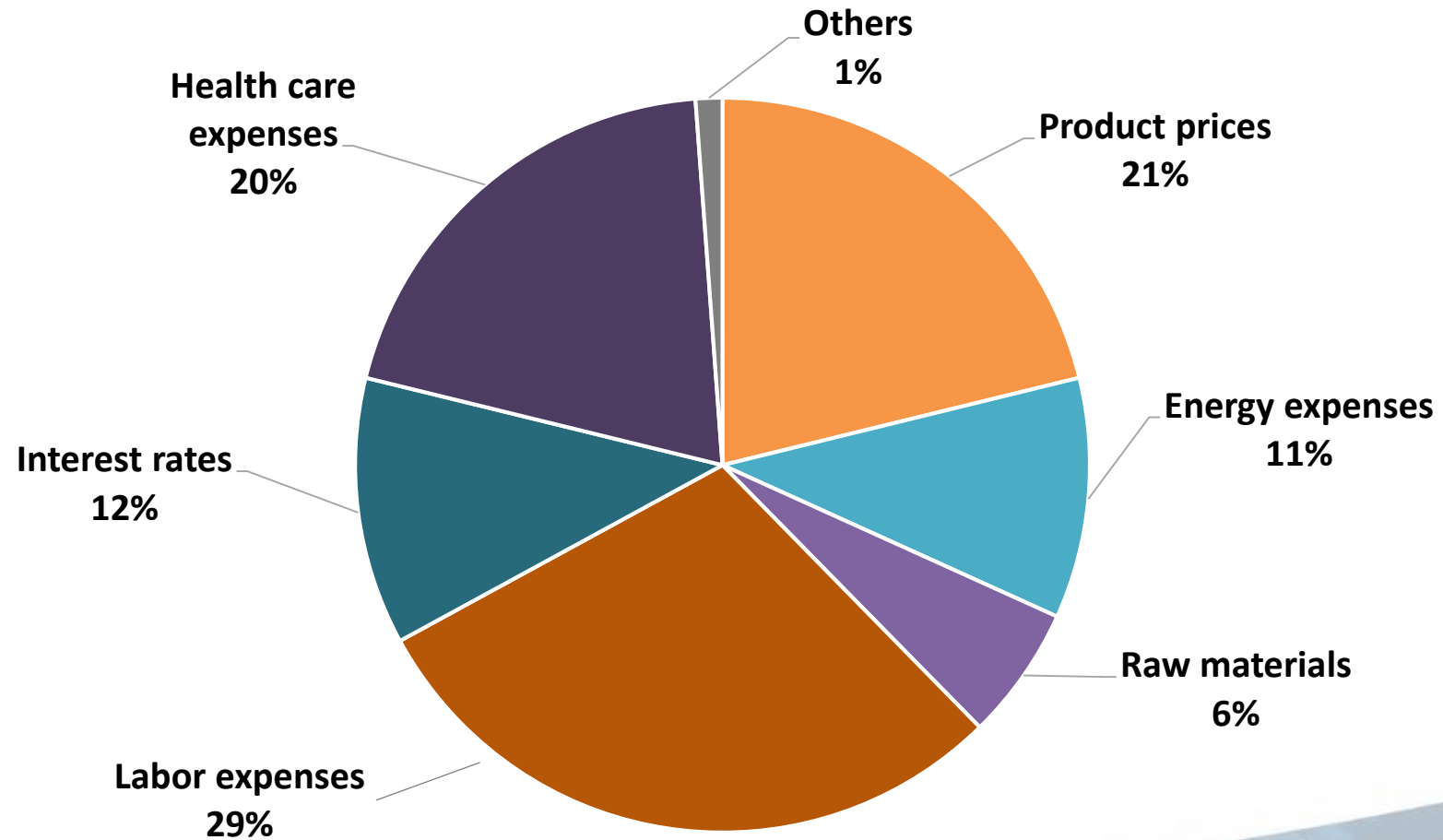
Internal Factors

43.3%

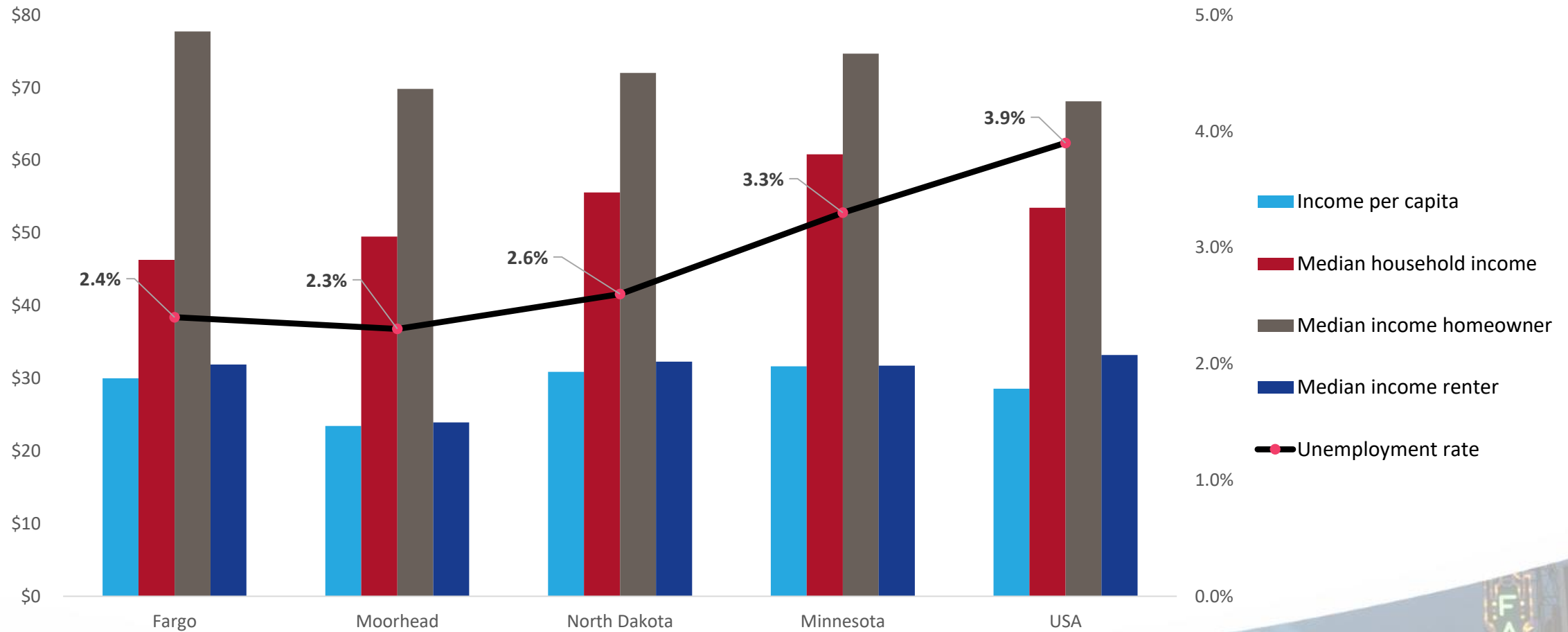
- Employment Issues
- Customer Retention
- Resource Management
- Employee Healthcare, etc.



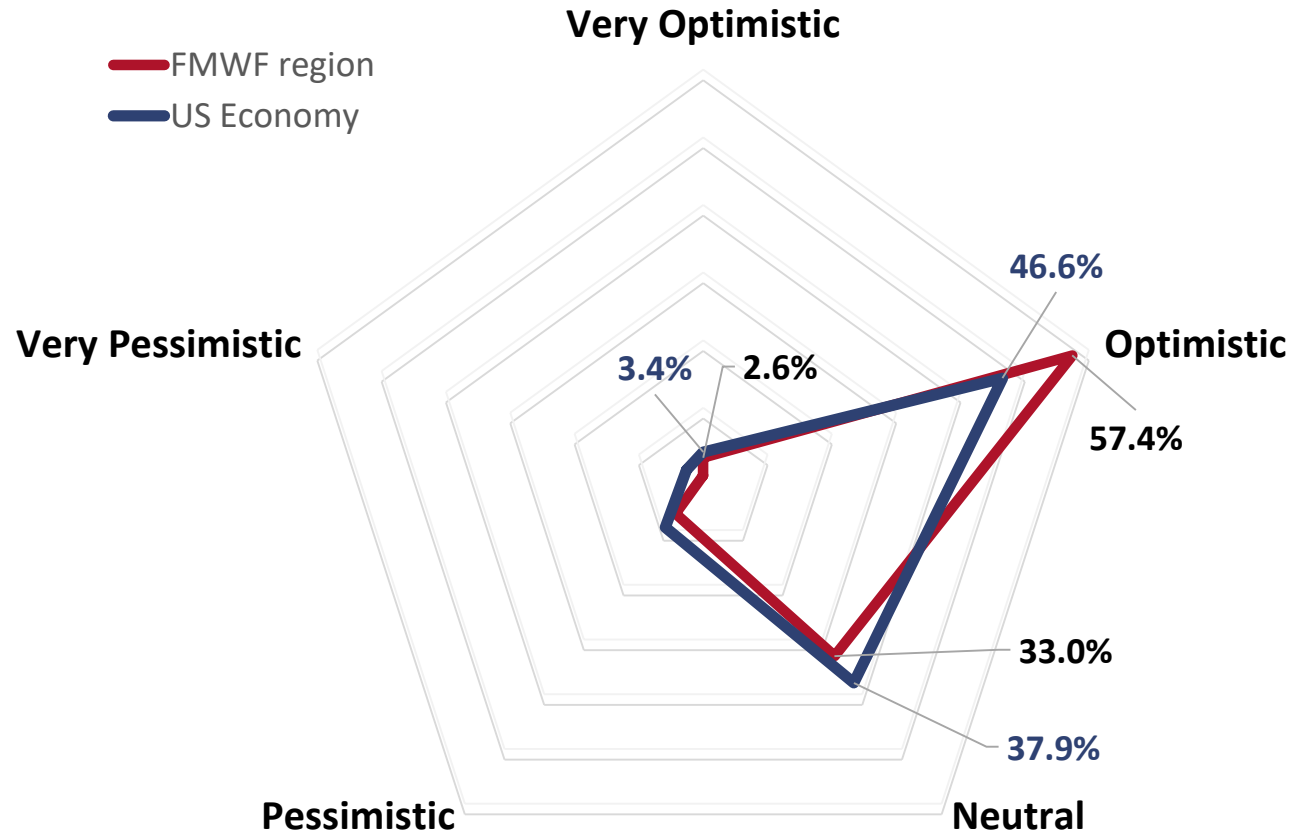
Expected Challenges in 2018



Labor Market: Unemployment & Income



2018 Outlook: FMWF Region vs. US Economy



Presentation slides available at:

STARIONBANK.COM
FMWFCHAMBER.COM
MNSTATE.EDU

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and the Paseka School of Business

