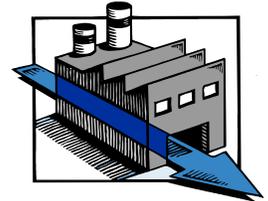




Information Sheet on the **Georgia Manufacturing Survey 2002**



The Georgia Manufacturing Survey is one of Georgia's preeminent tools for ascertaining the current health of its manufacturers. Conducted every two years, the purpose of the survey is to benchmark manufacturing performance by determining the needs, issues, challenges, capabilities, and potential facing Georgia manufacturers so a strategy for enhancing their **competitive advantage** can be developed and improved. The objectives of the survey are to highlight problems/needs, define operational and performance benchmarks, study trends in product and process innovation, and examine the use and effectiveness of Georgia's manufacturing assistance programs. The survey is conducted by Georgia Tech's Economic Development Institute in collaboration with the Georgia Tech School of Public Policy.

How is the Survey Conducted?

Over the past ten years, the survey has been mailed every two years to all manufacturers with ten or more employees in the state of Georgia. An eight page survey is sent with an enclosed postage paid envelope asking questions regarding all aspects of business development. Approximately 6,000 manufacturers receive a survey.

Key Elements

A diverse range of questions is asked. Some of the topics include:

- ◆ Product and process innovation
- ◆ Constraints to innovation
- ◆ Information technology
- ◆ Manufacturing productivity and performance
- ◆ Workforce and training
- ◆ Use of business assistance resources

Deliverables: How is the Survey Used?

Survey results are used to inform Georgia Tech and other state of Georgia initiatives to assist business, technology and economic development. The results of the survey are disseminated and used in multiple ways. A full final report is prepared – this is also put on the Worldwide Web at <http://www.cherry.gatech.edu/survey> in addition to being summarized in the Georgia Industrial Advisor. An executive summary of the report will also be available. Customized regional reports along with customized benchmarks are developed and sent to each participating manufacturer. The results are important for assessing Georgia programs providing assistance to manufacturers, including the Georgia Manufacturing Extension Partnership. A link can be found at the U.S. Department of Commerce's website through their Manufacturing Extension Partnership Program. The results can also be benchmarked globally due to collaboration with Germany's Fraunhofer Institute for Systems and Innovation Research.

Confidentiality and Privacy Policy

All individual information provided by manufacturers is kept strictly confidential. Publications and reports use only aggregated results. Names of participating companies are never released and we do not share any individual company information with third parties.

Collaboration

We are interested in any public or private sector organizations desiring to collaborate in the execution of the survey. Partners in this survey process benefit by having an additional venue of access to information and resources that can assist their customers/clients in obtaining a competitive advantage. Easy access to results and customized analyses and evaluation are also available

Availability

The initial mailout date for the Georgia Manufacturing Survey is April 2002. By the end of the summer, a report should be available for comments and distribution.

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