

## Demand Conditions

Key Question: What demands for goods/services are being met outside the region?

Data: Leakage Charts



Are there firms within the region that could fill these demands?

**NO**

Consider **creation** or **attraction** strategies



**YES**

Do these firms have current capacity to take on new demands?

**NO**

Consider **expansion** strategies (i.e. BRE Study)



**YES**

Consider **Retention** Strategies (i.e. network development)

## Firm Strategy, Structure, Rivalry

Key Question: What is missing from the local mix of firms?

Data: Leakage Charts



Does interest/potential for developing these firms within the region exist?

**NO**

Consider **creation** strategies (i.e. entrepreneurship)



**YES**

Consider **attraction** strategies (i.e. Community Business Matching Model)

## Factor Conditions

Key Question: What factors are needed in the region to support growth of the cluster?

Data: Workforce data, possible Business Retention & Expansion Study



Can the regional team impact any of these factors in a meaningful way?

**NO**

Develop regional goals to address **expansion**.



**YES**

Consider additional partners needed to support **expansion**. (i.e. workforce education, transportation, etc.)

## Related & Supporting Industries

Key Question: What linkages exist among related industries within the region?

Data: Specific Reports



Are related firms within the region linked effectively?

**NO**

Consider **Retention** Strategies (i.e. network development)



**YES**

Consider **Expansion**, **Creation** or **Attraction** strategies to expand and strengthen the network.

# CARE

Creation Attraction Retention Expansion