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

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

CREAR

Creation Attraction Retention Expansion