**APPAREL DECORATORS SCORECARD**

### Why Sales are Expected to Increase
- **New products/services:** 45.9%
- **More resources devoted to marketing:** 40.5%
- **More resources devoted to sales:** 40.5%
- **Strength of our major product/service markets:** 40.5%
- **Favorable economy/business climate:** 37.8%
- **Price increases:** 35.1%

### Top Obstacles to Higher Profitability
- **Shortage of skilled, productive personnel: production:** 55.8%
- **Rising wages:** 44.2%
- **Lack of sales, difficulty growing sales:** 39.5%
- **Rising cost of essential materials, supplies, inputs:** 39.5%
- **Workflow inefficiencies:** 32.6%

*Based on 2019, Q2 SGIA Industry Survey – Financial Ratios, N=55*