**BIGGEST BARRIERS TO GROWTH**

- Finding new customers: 38.5%
- Recruiting/retaining production personnel: 38.5%
- Recruiting/retaining sales personnel: 38.5%
- Downward pressure on prices: 30.8%
- Rising costs: 26.9%

**CAPITAL EQUIPMENT PURCHASE PLANS**

- Plan to purchase capital equipment during the coming year: 70.0%
- Plan to invest $50,000 – $499,999: 35.3%
- Plan to invest $5,000 – $49,999: 29.4%

**The highest percentages plan to purchase:**

- Direct-to-Garment Inkjet: 33.3%
- Dye Sublimation: 20.0%
- Custom Inkjet Solutions: 15.4%

**STRATEGIES FOR BUILDING COMPETITIVE ADVANTAGE**

- Lean manufacturing/continuous improvement: 91.7%
- Improve customer service: 55.6%
- Reduce operating costs: 54.2%
- Hire additional sales staff: 50.0%
- Maximize value of current customers: 50.0%

**TOP FACTORS IN THE CAPITAL EQUIPMENT PURCHASE DECISION**

- Durability of equipment: 64.7%
- Brand name/reputation: 58.8%
- Customer support: 58.8%
- Price to operate/maintain: 35.3%
- Purchase price of equipment: 35.3%

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