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?

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

NO
- Consider creation or attraction strategies

YES
- Consider expansion strategies (i.e. BRE Study)

NO
- 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?

YES
- Consider creation strategies (i.e. entrepreneurship)

NO
- 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?

YES
- Develop regional goals to address expansion.

NO
- Are related firms within the region linked effectively?

YES
- Consider Retention Strategies (i.e. network development)

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?

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

NO
- Consider Retention Strategies (i.e. network development)

C A R E

Creation Attraction Retention Expansion