**BUSINESS STRATEGIES**

During 2016 to 2018, to what extent did the business focus on improving existing goods or services?

* To a great extent
* To some extent
* To a small extent
* Not at all

During 2016 to 2018, to what extent did the business focus on introducing new goods or services?

* To a great extent
* To some extent
* To a small extent
* Not at all

During 2016 to 2018, to what extent did the business focus on reducing prices for its goods and services?

* To a great extent
* To some extent
* To a small extent
* Not at all

During 2016 to 2018, to what extent did the business focus on increasing the quality of its goods and services?

* To a great extent
* To some extent
* To a small extent
* Not at all

During 2016 to 2018, to what extent did the business focus on a broad range of products?

* To a great extent
* To some extent
* To a small extent
* Not at all

During 2016 to 2018, to what extent did the business focus on one or a small number of key products?

* To a great extent
* To some extent
* To a small extent
* Not at all

During 2016 to 2018, to what extent did the business focus on satisfying established customer groups?

* To a great extent
* To some extent
* To a small extent
* Not at all

During 2016 to 2018, to what extent did the business focus on reaching out to new customer groups?

* To a great extent
* To some extent
* To a small extent
* Not at all

During 2016 to 2018, to what extent did the business focus on standardized products?

* To a great extent
* To some extent
* To a small extent
* Not at all

During 2016 to 2018, to what extent did the business focus on customer-specific solutions?

* To a great extent
* To some extent
* To a small extent
* Not at all

**BUSINESS STRATEGIES**

During 2016 to 2018, to what extent did the business focus on the following business strategies:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | To a great extent | To some extent | To a small extent | Not at all |
| Focusing on improving existing goods or services |  |  |  |  |
| Focusing on introducing new goods or services |  |  |  |  |
| Focusing on reducing prices for its goods and services |  |  |  |  |
| Focusing on increasing the quality of its goods and services |  |  |  |  |
| Focusing on broad range of products |  |  |  |  |
| Focusing on one or a small number of key products |  |  |  |  |
| Focusing on satisfying established customer groups |  |  |  |  |
| Focusing on reaching out to new customer groups |  |  |  |  |
| Focusing on standardized products |  |  |  |  |
| Focusing on customer-specific solutions |  |  |  |  |