

## Survey Introduction

**Welcome to AMBA's 2021 Business Forecast Survey!**

**Good business leaders always stay in tune with the state of their industry. By understanding current conditions, executives can make better tactical decisions and validate the status of their own operations.**

**Results of this survey are free to participating AMBA members; participating non-members will have the option to receive the final report at a discounted rate.**

**Compiled data and final results will be shared via email with those who participate. (Note: All individual inputs will be held in the strictest of confidence.)**

**Please click "next" to begin the survey.**

## Survey Demographics

Please take a moment to answer the following demographic questions.

1. Please enter your contact information in order for you to receive the results:

Name:

Company:

State:

Email Address:

2. Please select your ***primary*** business activity:

- Blow Molds
- Compression Molds
- Die Cast Dies
- Plastic Injection Molds
- Metal Injection Molds
- Rotational Molds
- Thermoform Molds
- Thermoset
- Rubber Injection Molds
- Rubber Silicone Molds
- Stack Molds

Other (please specify)

3. Please check the top 3 market segments your company serves:

- Aerospace/Aircraft
- Agriculture
- Appliance
- Automotive
- Business Machines / Equipment
- Computer
- Consumer Products
- Construction
- Defense / Military
- Electronics
- Packaging
- Sporting Goods
- Medical / Dental / Optical

Other (please specify)

4. Please approximate your company's annual revenue to enable survey results to be segmented by company size:

Sales Revenue

Sales Revenue

5. Please identify the ONE market segment you feel MOST optimistic about for 2021:

- Aerospace/Aircraft
- Agriculture
- Appliance
- Automotive
- Business Machines / Equipment
- Computer
- Consumer Products
- Construction
- Defense / Military
- Electronics
- Packaging
- Sporting Goods
- Medical / Dental / Optical
- Other

Please briefly explain the reason for optimism in this segment.

6. Please identify the ONE market segment you feel LEAST optimistic about for 2021:

- Aerospace/Aircraft
- Agriculture
- Appliance
- Automotive
- Business Machines / Equipment
- Computer
- Consumer Products
- Construction
- Defense / Military
- Electronics
- Packaging
- Sporting Goods
- Medical / Dental / Optical
- Other

Please briefly explain the reason for this outlook.

## Challenges, Obstacles, Issues and Opportunities

**Issues that impact your company and its sustainability...(concerns about your business / industry that keep you awake at night).**

7. Please identify the top challenges / issues / problems your company's executive team currently faces and must tackle. Check up to three (3).

Topic Selection

Top Challenge #1

Top Challenge #2

Top Challenge #3

Other (please specify)

8. What major activity, if any, is planned for 2021 to improve your company's competitiveness?

9. What effects, if any, do you perceive additive manufacturing to have on your business?

10. Are you planning any changes in 2021 due to additive manufacturing? (Check all that apply)

- Purchasing equipment
- Using it in conventional molds (i.e., conformal cooling)
- Using it in prototype molds (i.e., digital ABS printed cavities)
- Using it to print plastic parts for visual reference
- Nothing currently planned
- Other (please specify)

11. Have the tariffs on Chinese molds impacted your business?

- Yes, positively impacted operations
- Yes, negatively impacted operations
- No impact yet, but anticipate positive impact in future
- No impact yet, but anticipate negative impact in future
- No impact yet, and do not anticipate future impact

Other (please specify)

12. Should the AMBA continue to expend financial resources and manpower to monitor and ensure enforcement of tariffs on Chinese molds?

- Yes
- No
- The AMBA should be spending more time and/or money
- I didn't know the AMBA was doing this

Other (please specify)

13. Are you implementing Industry 4.0 at your facility?

- Yes
- No, but we anticipate implementing Industry 4.0 in the future
- No, and we do not anticipate implementing Industry 4.0 in the future
- No, I am not familiar with this concept

## Covid-19: Business Impact

**During 2020, the COVID-19 pandemic impacted companies in all areas of business, and particularly in manufacturing. Please use the following questions to convey how your business was impacted during this period of time.**

14. At any point during the COVID-19 pandemic, has your facility shut down in some capacity?

Yes

No

15. What capacity is your facility operating at today?

Yes

No

16. At any point during the COVID-19 pandemic, has your facility furloughed and/or laid-off employees?

Yes

No

17. At any point during the COVID-19 pandemic, did your business apply for Paycheck Protection Program (PPP) Funding?

Yes, received funds

Applied, approved and waiting for funds

Applied and waiting for a response

Did not apply

18. If your business applied for and received PPP funding, did the funds enable your business to stay open at a higher capacity than you would otherwise have been able to and/or keep employees that would have been furloughed and/or let go?

Yes

No

Not sure - economic environment is still too uncertain



19. Many manufacturers used the COVID-19 pandemic as an opportunity to embrace new technology and improve processes. Of the following, in which areas did your facility implement improvements? Select all that apply.

- Automation/Robotics
- Capital Improvements
- Continuous Improvement Initiatives
- Customer Relationship Management (CRM) System
- Cybersecurity
- Data Management and Analytics Tools
- External Communication Technologies (i.e. Virtual Mold Sampling, Virtual Plant Tour, etc.)
- Internal Communication Processes/Technologies
- Internal Training/Skills Development

Please list any other improvements made during the COVID-19 pandemic here.

## Sales Performance and Quoting

20. What is the current state of your business?

- Excellent
- Good
- Fair
- Poor
- Bad

21. Your projection of your company's business, over the next three months will:

- Increase substantially
- Increase moderately
- Remain the same
- Decrease moderately
- Decrease substantially

22. Compare your company's current level of business with that of three months ago:

|            | Up                    | Same                  | Down                  |
|------------|-----------------------|-----------------------|-----------------------|
| Quoting    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Shipments  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Backlog    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Profits    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Employment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

23. Compare your company's current level of business with that of one year ago:

|            | Up                    | Same                  | Down                  |
|------------|-----------------------|-----------------------|-----------------------|
| Quoting    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Shipments  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Backlog    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Profits    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Employment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

24. If sales over the last quarter were up, do you attribute it to:

- New customers
- New programs / volume increases with current customers
- New orders with existing projects
- Not applicable
- Other (please specify)

25. In the 4th quarter of 2020, jobs received as a percent of jobs quoted has been...

- Between 0% - 2%
- Between 2% - 5%
- Between 5% - 10%
- Between 10% - 15%
- Above 15%

26. Are customer specifications and requirements for new business becoming...

- Easier
- About the same
- More demanding
- Unreasonable

Comments?

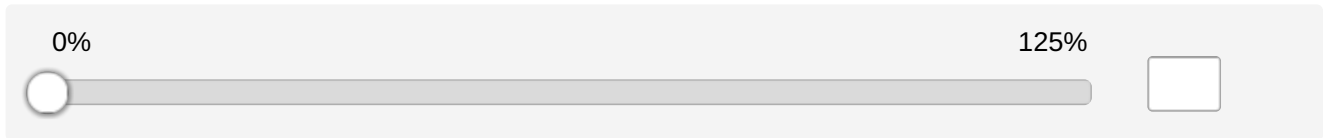
27. Anticipated sales trend over the next 12 months:

- Increase
- Decrease
- Remain about the same

28. Based on your shift structure and hours, what is your facility's current overall capacity utilization?

0% 125%

29. Based on your shift structure and hours, what is your facility's expected overall capacity utilization for the remainder of 2020?



30. Indicate the state of your pipeline in Q1 2021

- Oversold
- Full
- Adequate
- Not full enough
- Completely empty - we are desperately looking for work

2018 - Employment Levels and Forecasts

31. Please indicate current average workweek hours:

Average Shop Hours

Average Design & Engineering Hours

32. Please indicate the current number of employees in your organization in the following categories:

Shop Employees

Design & Engineering Employees

## Business, profits and forecasting

33. In 2020, what percent of revenue did the following expenses represent? (Leave blank if unsure or not applicable.)

Sales and Marketing

Healthcare

Capital Investment

34. How has the level of business in repair and engineering for molds changed over the past 12 months?

- Increased
- Decreased
- Remained the same

35. Capital expenditures over the next 12 months will:

- Increase
- Decrease
- Remain the same

36. In 2021, the majority of capital expenditures will be used for:

- Auxiliary equipment
- Equipment repairs/upkeep
- Primary machines
- Structural (buildings, maintenance, etc.)
- Technology (computer hardware, software)
- Other (please specify)

37. Profits: In general for 2020, comparing 4th quarter performance to 3rd quarter performance, are you making...

- More money
- Unchanged from previous quarter
- Less money

38. Are current profits for your company...

- Great
- Acceptable
- Weak
- Very weak
- Unacceptable

39. If you perceive your profits getting weaker, do you attribute it to:

- Lack of confidence in the economy
- Customers outsourcing out of the US
- New competition
- Competition cutting margins and running unprofitably
- US Government political policies
- Not applicable

Other (please specify)

40. What levels of business activity do you expect for the 1st quarter of 2021?

- Increase
- Decrease
- Remain about the same

41. Heading into 2021, how many weeks of operating cash do you currently have on hand?

- 2 weeks or less
- 4 weeks or less
- 6 weeks or less
- 3 months or less
- 6 months or less
- 6-9 months
- 10 months to 1 year
- Over 1 year

42. If you were to quantify your total gains or losses due to foreign competition for 2020, your company...

- Lost business to foreign suppliers
- Gained business from foreign suppliers
- Neither gained nor lost business from foreign suppliers
- Lost customers due to their relocation of production outside of the U.S.

43. Comments or questions you would like to see added to this survey - please enter exactly as you would like to see written.