

# PartnershipGwinnett

a shared vision for the future

## TARGET BUSINESS ANALYSIS

For the Target Business Analysis, Market Street conducted a full assessment of potential target business sectors to focus Gwinnett's future development efforts toward stronger economic prosperity. Pursuit of Gwinnett's identified target opportunities will include:

- Supporting existing businesses by understanding their needs and addressing the obstacles to their growth and expansion.
- Establishing or enhancing communication networks to allow information and idea exchange within the target sectors.
- Identifying and addressing gaps in education and training programs.
- Fostering entrepreneurship by ensuring that the support infrastructure — such as financing, one-stop shops, and mentors—is meeting the needs of entrepreneurs.
- Becoming more competitive for the recruitment of desirable new firms and job opportunities.
- Creating a living and working environment that is attractive to both businesses and workers.

The Target Business Analysis does not identify specific target business strategies. The goal of this document was to identify Gwinnett's priority job growth opportunities. Specific action items related to development of Gwinnett's targets and related minority business opportunities will be included in the Partnership Gwinnett strategy.

The following are Gwinnett's most competitive target opportunities:

### Health Care

Health Care is projected to be one of the fastest growing sectors in the U.S. economy. For Gwinnett, the Health Care target focuses on leveraging existing and emerging opportunities related to pharmaceuticals and medical products, as well as ensuring local jobs in health

care services grow at a rate at least consistent with Gwinnett's population growth. Gwinnett is currently underserved in several key services-based health care sectors, such as physician's offices, hospitals, and nursing and residential care facilities. Fulfilling this demand will be Gwinnett's greatest short-term challenge within the Health Care target, but also its most substantial opportunity for local job growth. Additional opportunities include identifying and developing niche growth prospects in all Health Care-related sub-sectors.

### Distribution and Trade

For Gwinnett, the Distribution and Trade target focuses on strengthening supply and distribution channels for existing firms in manufacturing, wholesale trade, and related sectors, and leveraging trade opportunities that can be derived from Gwinnett's international workforce. The future of Distribution and Trade is in supply-chain management, as the industry is now focused on the use of technology to manage and optimize the entire process. Gwinnett's strengths lie predominantly in durable and non-durable merchant wholesalers, but it has growth opportunities in truck transportation, support activities for transportation, and warehousing and storage operations. Gwinnett's potential in this target will be somewhat dependent on its ability to leverage regional Atlanta assets.

### Headquarters, Regional Offices, and Professional Services

This target focuses on Gwinnett retaining, capturing, and attracting firms specializing in professional, business, and administrative support services, and leveraging professional service opportunities that can be derived from Gwinnett's international workforce. Gwinnett can focus growth in headquarters and regional offices by luring parent or subsidiary offices of firms already located in Gwinnett, or the Atlanta region. Working closely on addressing the needs of existing businesses and ensuring they perceive the County as a business-friendly place is a powerful means of attracting and growing corporate headquarters and regional

divisional headquarters. Gwinnett should also strive to capture local services opportunities "exported" to elsewhere in the Atlanta region.

### Information Technology (IT)

Computer technology continues to have a revolutionary impact on businesses in virtually every sector. The IT sector is projected to have consistently strong growth as businesses continue to rely on innovative software, hardware, Internet, and data processing services. For Gwinnett, the IT target focuses on retaining and growing existing assets in software publishing, internet broadcasting, data processing, and computer systems design. Gwinnett has a healthy private sector IT presence, creating opportunities to sustain strong growth potential. Key to growth will be providing support structures for local IT firms and individuals with the potential to expand or create new ventures.

### Advanced Communications

This target is about retaining and leveraging existing computer and electronic product manufacturing and electrical equipment and appliance manufacturing employment, R&D, wireless and wire-line communications, and other strengths related to this rapidly-changing industry. Gwinnett's assets in these related sectors are strong, and worthy of a targeted effort to: (1) ensure companies continue to be satisfied with their Gwinnett location; (2) expand their presence in the County; and (3) help grow additional local economic opportunities. Technological innovation characterizes these sub-sectors more so than most others, thus Gwinnett will also have to focus on local and regional R&D assets for growth.