

Michigan State University  
Center for Community & Economic Development  
Domicology  
1615 E. Michigan Ave. Lansing, MI 48912  
(517) 353-9555

Dear Industry Leader,

Your business is essential to the structural material salvage and reuse sector in the state of Michigan. It is estimated that this sector accounts for over 21,000 businesses, \$80 million in annual sales, and employs roughly 3.5% of the state's workforce. Michigan State University's Domicology team and Michigan's Department of Environment, Great Lakes, and Energy (EGLE) are committed to help grow this business sector. We need your help identifying the challenges and opportunities that your business faces working in this sector, so that we can design and conduct meaningful training and technical assistance programs that can be of value to your business. We aim to use this project to improve the capacity of your sector and promote the success of your business and others like it.

Please complete the brief online survey (see the link below). Your individual response will remain anonymous. *Your participation in this survey is voluntary and you are welcome to terminate your enrollment in the survey at any time.* The survey should last approximately 5-10 minutes.

We look forward to learning more about how to help your business grow and thank you for your time. Should you have any questions or comments, we welcome you to contact the MSU Domicology team at [lamore@msu.edu](mailto:lamore@msu.edu).

Sincerely,

The MSU Domicology Team  
<https://domicology.msu.edu/>

**General Business Information**

1. What is the name of your business? \_\_\_\_\_
2. What is the address? \_\_\_\_\_
3. How many employees do you have?
  - a. Full time (20 hours or more a week) \_\_\_\_\_
  - b. Half time (under 20 hours a week) \_\_\_\_\_
4. Please identify your business within one of the following categories (please select one of the following):
  - a. Demolition / Deconstruction / Salvage
  - b. Reuse as-is (Antiques, Architectural Salvage, Building Materials Resale, Appliances and Furnishings)
  - c. Recycling (e.g., asphalt, PVC, metals, gypsum, etc.)
  - d. Upcycle / Repurposing (e.g., new products created using salvaged or reclaimed materials, upcycle artists, repurposing salvaged materials in new capacity)
  - e. Other (e.g., architecture and design, workforce development and training, or other.)
    - i. Please specify \_\_\_\_\_
5. [Based on response to #5]
  - a. [If B] Please list the most common materials or goods that your business sells (e.g., structural lumber, appliances, windows, reclaimed furniture, antique fixtures, etc.)  
\_\_\_\_\_  
\_\_\_\_\_
  - b. [If C] Please list the most common materials that your business recycles  
\_\_\_\_\_  
\_\_\_\_\_
  - c. [If D] Please list the reclaimed materials that your business utilizes and describe the new product that you produce (e.g., utilizing salvaged wood to create cutting boards or picture frames)  
\_\_\_\_\_  
\_\_\_\_\_

**Networking**

6. Are you a member of any business association or similar group? (Y or N)
  - a. [If Yes] Please list the name(s) of those groups here?  
\_\_\_\_\_

- 
- 
7. When you need business advice, who do you go to? (Can provide general or specific answer)

---

---

---

### **Inventory**

8. Do you currently utilize inventory control software or another system to manage your inventory?  
(Y or N)

- b. [If Yes] Please describe the way you manage your inventory (e.g., software, paper ledger, other)

---

---

9. Does your current method of inventory management meet your business needs? (Y or N)

### **Marketing and Sales**

10. To the best of your knowledge, are most of your customers located: (Please select one)

- a. Under 50 miles away
- b. 50-100 miles away
- c. Over 100 miles away
- d. Internet
- e. Other (Please Specify) \_\_\_\_\_
- f. Don't Know

11. How do most of your customers learn about your products or services? (Please select one)

- a. Storefront
- b. Advertising (e.g. commercials, newspaper advertisements, billboards, etc.)
- c. Social Media
- d. Referral from other customers
- e. Other (Please Specify)
- f. Unknown

12. Over the past 3 years, have your sales: (Please select one)

- a. Increased

- b. Stayed the same
- c. Decreased

**Technical Assistance Needs Assessment** Please rate each topic using the following scale to indicate how important each training topic is to your business.

Unimportant	Somewhat Important	Important	Very Important
1	2	3	4

13. Accounting: Setting up a business accounting system, analyzing the financial position and operating results of a business from a study of sales, pricing, expenses
- i. Record Keeping \_\_\_\_\_
  - ii. Financial Reporting \_\_\_\_\_
  - iii. Cash Flow Management \_\_\_\_\_
  - iv. Tax Preparation & Reporting \_\_\_\_\_
  - v. Credits & Collections \_\_\_\_\_
  - vi. Managing Payroll \_\_\_\_\_
14. Finance: The determination of business capital requirements and the supply and effective management of financial resources
- a. Access to Loans \_\_\_\_\_
  - b. Access to Equity Financing \_\_\_\_\_
  - c. Obtaining Grants to support growth \_\_\_\_\_
  - d. Obtaining Financing for Expansion \_\_\_\_\_
  - e. Obtaining Financing for Operating Support \_\_\_\_\_
15. Marketing: Identifying a customer's need and delivering a product or service to meet that need
- f. Marketing Plan \_\_\_\_\_
  - g. Advertising and Sales \_\_\_\_\_
  - h. Pricing \_\_\_\_\_
  - i. Customer / Public Relations \_\_\_\_\_
  - j. Creating a viable online sales platform \_\_\_\_\_
  - k. Creating an effective social media presence \_\_\_\_\_
16. Personnel: The effective management of total personnel resources
- l. Employee Benefits \_\_\_\_\_
  - m. Hiring / Termination \_\_\_\_\_

- n. Training / Orientation / Motivation \_\_\_\_\_
- o. Compliance with Occupational Safety Regulations \_\_\_\_\_
- p. Workers Compensation \_\_\_\_\_
- q. Insurance \_\_\_\_\_

17. Business Operations: The overall process of physically operating your business

- r. Purchasing \_\_\_\_\_
- s. Quality Control \_\_\_\_\_
- t. Inventory Control \_\_\_\_\_
- u. Store Layout \_\_\_\_\_

18. Operating Assistance: The overall process for legal, financial and marketing needs for business

- v. Legal Assistance \_\_\_\_\_
- w. Regulatory Compliance \_\_\_\_\_
- x. Financial / Funding \_\_\_\_\_
- y. Accounting / Bookkeeping \_\_\_\_\_
- z. Marketing \_\_\_\_\_

**Comments or Other Information**

19. Is there anything else that you would like to tell us about your business, or about support you would find helpful to grow your business that was not touched upon by this questionnaire?  
Please leave your comments here:

---

---

---

---

---

---

---

---

Thank you for your time. Should you have any questions about this questionnaire or about this project, please do not hesitate to contact us at (517) 353-9555 or [lamore@msu.edu](mailto:lamore@msu.edu)