

TABLE 82

Companies focusing on business strategies: 2017–19

(Number and percent)

Business strategies	All companies	A great extent	To some extent	To a small extent	Not at all	Did not answer
Improve existing goods or services	4,857,473	33.4	21.3	32.4	11.9	1.0
Introduce new goods or services	4,857,473	24.3	40.5	12.3	21.9	1.0
Reduce prices for goods or services	4,857,473	16.6	57.6	6.3	18.5	1.0
Increase the quality of goods or services	4,857,473	32.5	24.0	29.1	13.4	1.0
Develop a broad range of products	4,857,473	15.5	58.1	7.2	18.1	1.0
Develop one or a small number of key products	4,857,473	12.8	64.9	6.2	15.0	1.1
Satisfy established customers	4,857,473	17.5	14.1	62.5	4.9	1.0
Reach out to new customers	4,857,473	30.2	17.1	38.5	13.2	1.0
Develop standardized goods or services	4,857,473	21.1	45.9	14.4	17.6	1.0
Develop customer-specific solutions	4,857,473	22.6	38.2	21.7	16.4	1.0

Note(s):

Detail may not add to total because of rounding. Statistics are representative of companies located in the United States.

Source(s):

National Center for Science and Engineering Statistics and Census Bureau, 2020 Annual Business Survey: Data Year 2019.