

# Trendsetter

BAROMETER™

## News Release

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### **Fast-Growth Companies With A Strategic Plan Are Larger, Grow Faster, And Have A Significant Productivity Edge, PricewaterhouseCoopers Finds**

*PricewaterhouseCoopers' "Trendsetter Barometer" interviewed CEOs of 403 product and service companies identified in the media as the fastest growing U.S. businesses over the last five years. The surveyed companies range in size from approximately \$5 million to \$150 million in revenue/sales.*

**NEW YORK, July 14, 2003** – Nearly two-thirds of fast-growth companies (64 percent) have a strategic plan in place—including 68 percent of service businesses and 59 percent of product sector companies. The average plan covers a three- to four-year time span, and is reassessed annually or more frequently.

CEOs with a strategic plan have a lot to crow about. Their companies are 40 percent larger in size—averaging \$40.9 million in annual revenues, versus \$29.3 million for those without a plan. Yet they have slightly fewer workers—an average of 310 employees, versus 324 for all others. This larger size and leaner staffing gives them a significant productivity advantage—an average of \$132,000 in revenues per employee, versus \$91,000 for all others—a 45 percent edge.

Also, those with a strategic plan have a revenue growth target of 17.4 percent over the next 12 months, compared to 14.7 percent for those without—an 18 percent higher goal.

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“A strategic plan is an invaluable roadmap for managing the long term direction, growth, and profitability of a business,” noted Paul Weaver, global technology industry leader for PricewaterhouseCoopers. “The use of a strategic plan may initially be a matter of personal preference or style by the CEO, but the plan’s importance definitely increases as the company grows, seeks financing, and becomes more complex to manage.”

PricewaterhouseCoopers’ “Trendsetter Barometer” is developed and compiled with assistance from the opinion and economic research firm of BSI Global Research, Inc.

PricewaterhouseCoopers ([www.pwcglobal.com](http://www.pwcglobal.com)) is the world's largest professional services organization. Drawing on the knowledge and skills of more than 125,000 people in 142 countries, we build relationships by providing services based on quality and integrity.

(“PricewaterhouseCoopers” refers to the network of member firms of PricewaterhouseCoopers International Limited, each of which is a separate and independent legal entity.)

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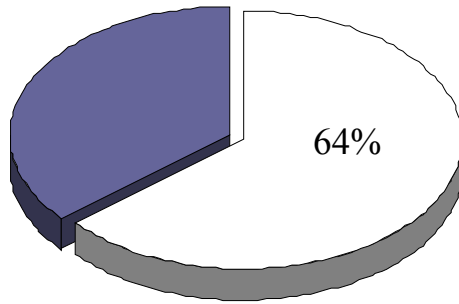
Chart attached

If you have a question about this “Trendsetter Barometer” survey, please contact Pete Collins, survey director and publisher, at 646-394-4496 or e-mail to: [pete.collins@us.pwc.com](mailto:pete.collins@us.pwc.com)

For more information about Barometer Surveys, including recent economic trend data and topical issues, please visit our web site: [www.barometersurveys.com](http://www.barometersurveys.com)

## 64% of “Trendsetter” Companies Have A Strategic Plan In Place

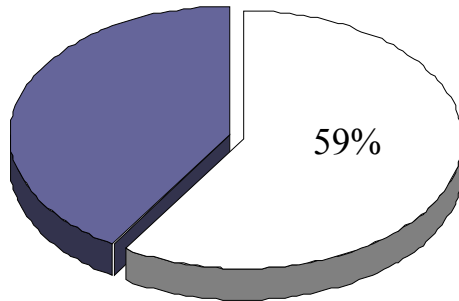
### All “Trendsetter” Companies



Updated:

Quarterly.....	24%
Semi-annually.....	19%
Annually.....	50%
Other.....	7%

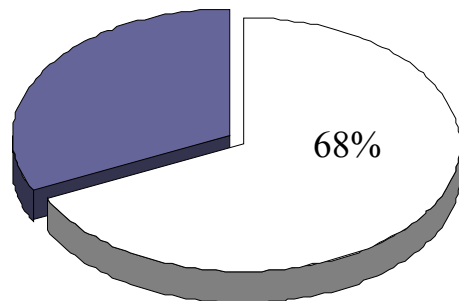
### Product Companies



Updated:

Quarterly.....	26%
Semi-annually.....	20%
Annually.....	48%
Other.....	6%

### Service Companies



Updated:

Quarterly.....	22%
Semi-annually.....	19%
Annually.....	52%
Other.....	7%