

Topic:  
ECAD

## Electronic Confidence

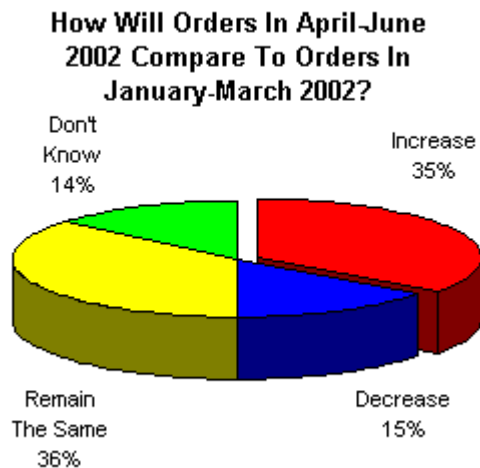
**How confident are managers at electronic engineering companies about orders/revenue for the next six months? Managers of product development functions at 250 sites make their predictions...**

*iCAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.*

Over the next few months CAD SPAGHETTI will be looking at the overall business confidence in different CAD/CAM using industrial sectors, **starting this month with the electronic engineering sector.** Forecasts for the UK economy overall are cautiously optimistic, but how do managers at electronic engineering companies feel about orders and revenue for the first half of the financial year? How many are considering investing in the electronic design process? We interviewed managers of product development functions at 253 electronic engineering companies to find out.

### Orders Please

A third of our sample expected that the volume of orders taken in the first quarter of the new financial year (April to June 2002) would be higher than that in the period January to March 2002; only 15% are expecting a decrease.

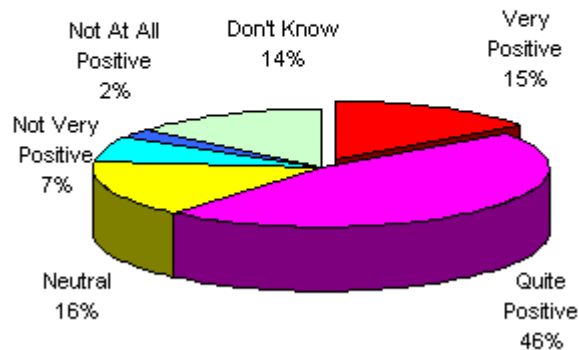


### Revenue Forecasts

There is a reasonable degree of confidence on revenue performance for the first six months of this financial year. Six out of ten of our sample are either very or quite positive about revenue performance for April to September 2002 compared to the six months between September 2001 and March 2002.

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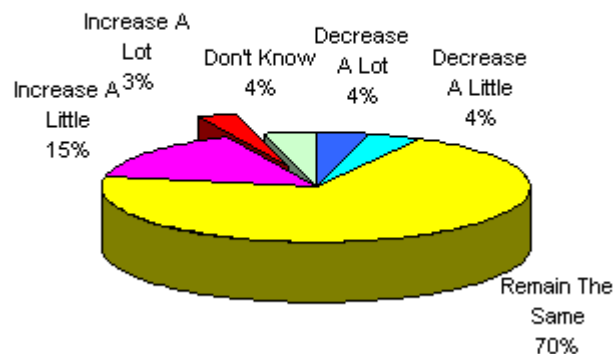
**How Positive Are You About  
Revenue Performance For April-  
September 2002, Compared To  
September 2001-March 2002?**



**Budget Matters**

Only 8% of our sample said their budget for product design and development processes would decrease this year compared to last. Nearly one in five said this budget would increase.

**How Will This Year's Budget For  
Electronic Design Processes Compare  
To Last Year's?**



**Design Investments**

One in ten of our sample said they were definitely planning to invest in improvements to their electronic design processes in the next six months.

## Conclusion

This survey offers only a snapshot of the business confidence in the electronic engineering sector, but the findings are consistent with broader assessments of the manufacturing picture in the UK. The February Industrial Trends Survey from the Confederation of British Industries (CBI) reported that manufacturing output would remain unchanged in the next four months, after six months of significant falls. This CBI survey provides further evidence that the UK manufacturing sector is on the turn through a small improvement in total order books. While our findings do not provide any quantitatively measurable data on output or orders, they do at least reveal that the majority of electronic engineering companies see their overall performance remaining stable or improving in the short term. CAD Spaghetti will report on other CAD/CAM using sectors in future issues.

**Business Advantage has comprehensive data on thousands of sites in the electronic engineering sector, complete with the names of decision makers, hardware/software used and much more. This database offers the most cost-effective method to target research or sales/marketing action on this sector. To find out how you can make best use of this data, contact David Eaton at [david.eaton@business-advantage.com](mailto:david.eaton@business-advantage.com), or on +44 (0)1689 873636.**

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