

What small businesses are saying about growing their business



62%

predict an **increase in revenue** growth in the next 1-2 years



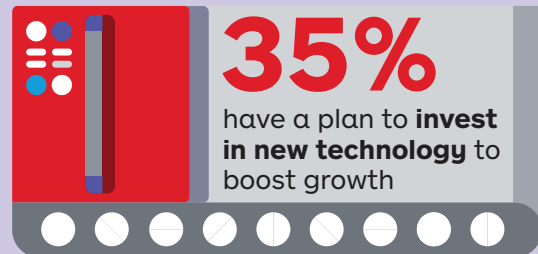
More than **1/2**

recommend getting **marketing and promotional advice**



34%

would go to a **professional business advisor** for advice on how to grow their business



35%

have a plan to **invest in new technology** to boost growth

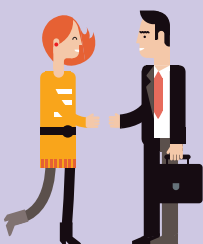
1 in 4

see **local competition** as the most significant barrier to growth



50%

want to invest more in **online selling or promotion** in order to grow



The next steps to growing the business:

1. Invest in promotional activity
2. Develop a new product or service
3. Do customer or market research
4. Hire additional employees
5. Form an alliance



A small business recipe for growth:

1. Detailed planning
2. Enough money to see it through
3. Allow enough time for the initiative to work