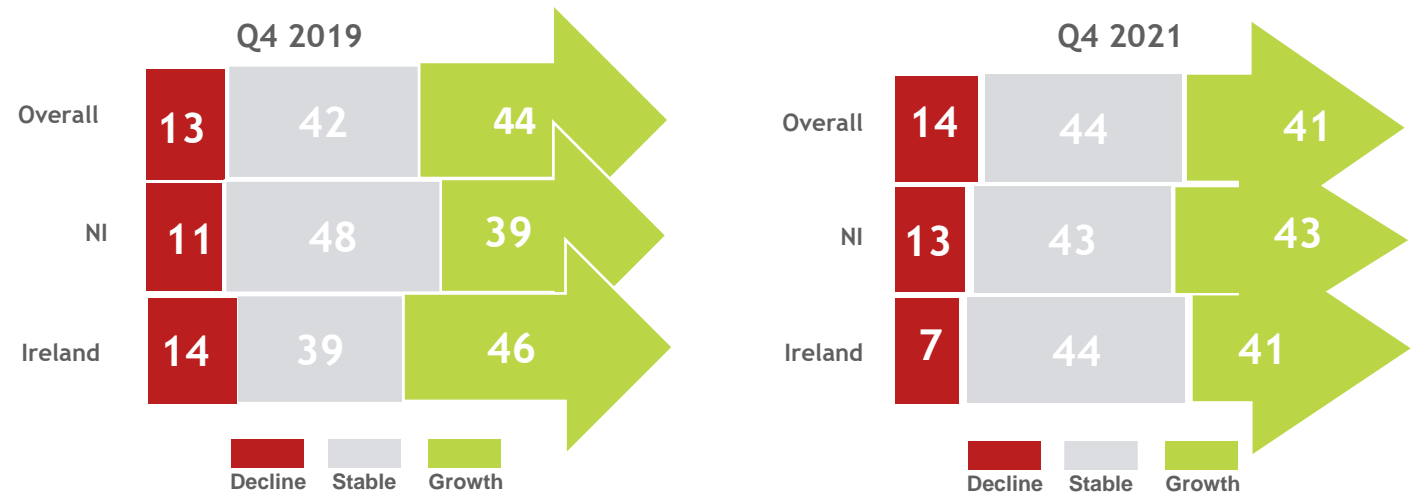




## BUSINESS POSITION

// Businesses were asked about their business position

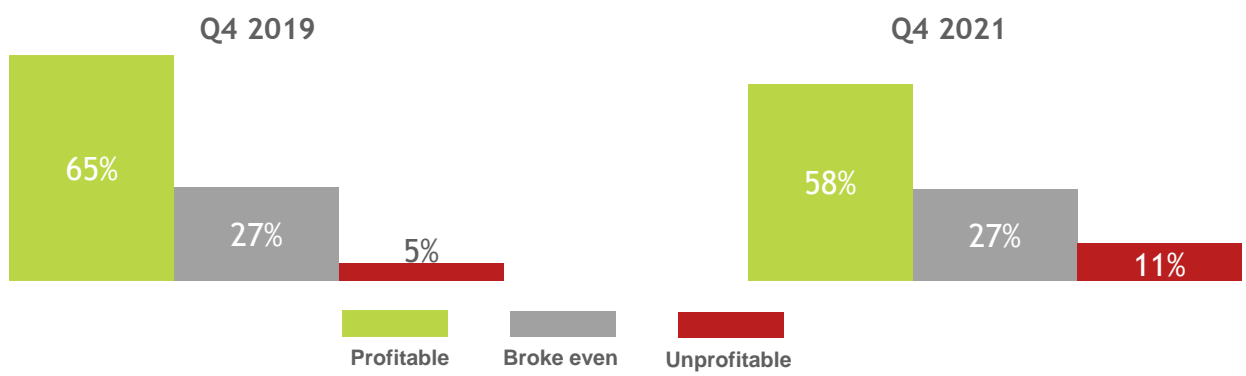





## PROFITABILITY

// Businesses were asked about their profitability

Similar to growth, profitability is also beginning to return to pre-pandemic levels



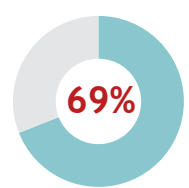


## IMPACT OF COVID-19

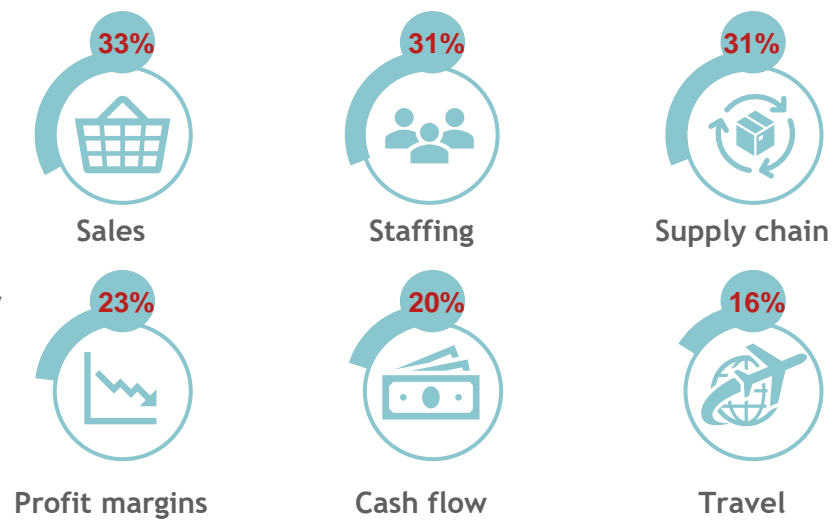
// Businesses were asked what impact Covid-19 was having

Over two thirds of businesses said Covid-19 is an issue for them, with sales being negatively affected most

Businesses rating Covid-19 as an issue



% rating areas as being negatively impacted

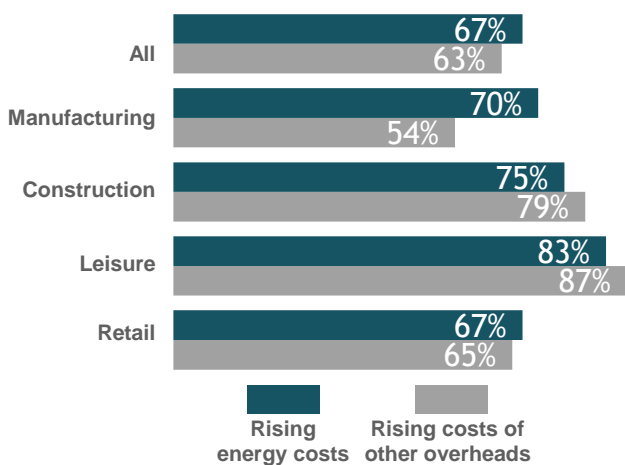


# ! BUSINESS ISSUES // Businesses were asked about their current business issues



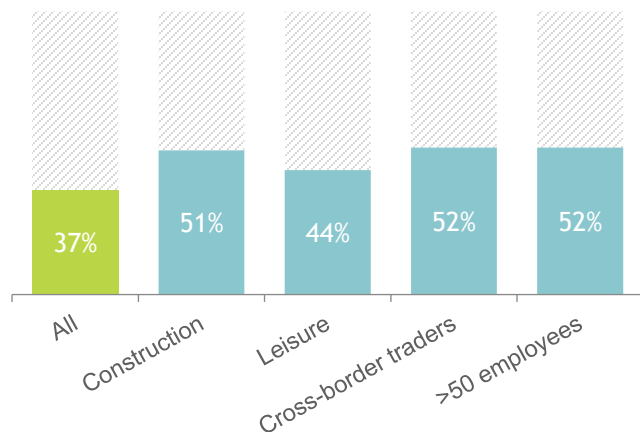
## Rising costs of overheads

% RATING RISING ENERGY COSTS AND OTHER OVERHEADS AS AN ISSUE



## Recruitment

% RATING RECRUITING APPROPRIATE SKILLS AS AN ISSUE

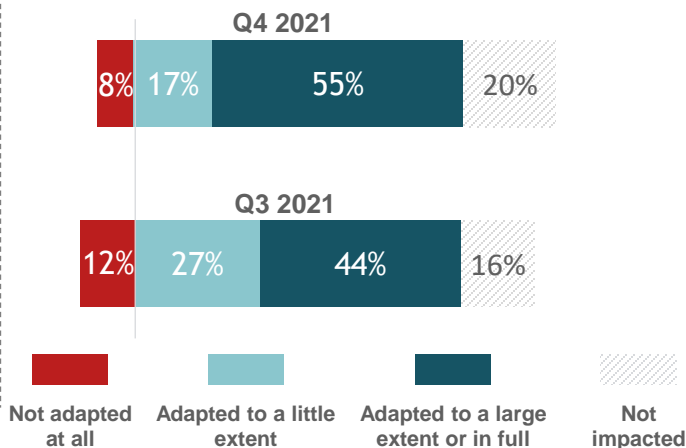


## Brexit

47% of businesses reported Brexit as an issue...



**Cross-border traders** are continuing to adapt to the new trading conditions post-Brexit

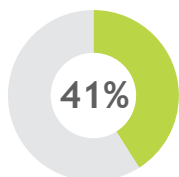


## FUTURE STRATEGY

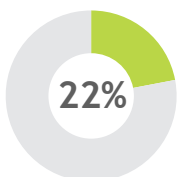
// Businesses were asked about their plans in the year ahead

Business focus for the coming year

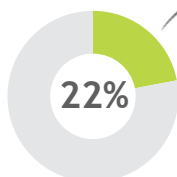
Recover from impacts of pandemic



Maintain current position



Find new customers for growth



**38%** of those who are focusing on finding new customers have considered growing their cross border sales...

Of which **69%** have plans in place...

Your business may need help in dealing with the challenges posed by Covid-19 or with preparing for Brexit – InterTradeIreland is committed to supporting SMEs with online supports as well as funding of up to £2,000/€2,250 towards professional advice through our Brexit Advisory Service. Visit [www.intertradeireland.com](http://www.intertradeireland.com) today or call 028 3083 4100 (048 from Ireland).

A telephone survey of 767 business was conducted on an all island basis, with the aim to provide a deeper understanding of the needs, experiences and issues facing businesses. The survey was conducted between the 4<sup>th</sup> January – 2<sup>nd</sup> February 2022.