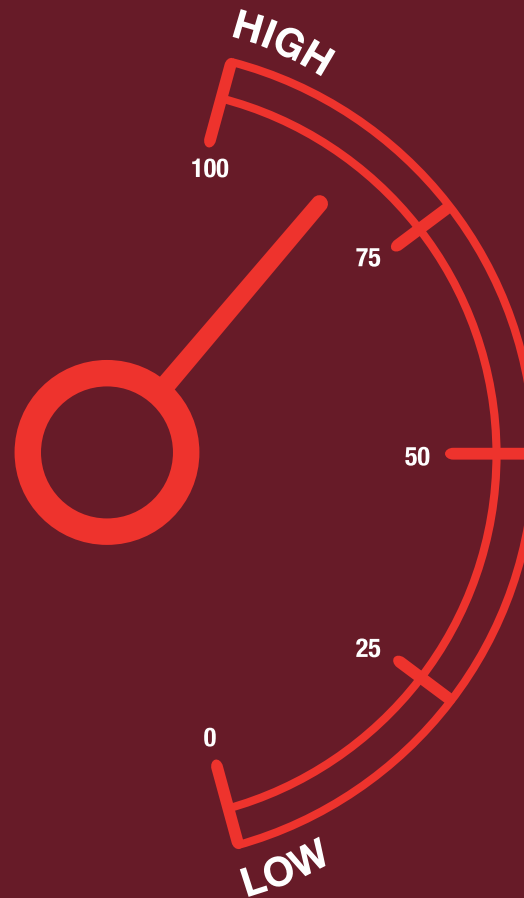


InterTradelreland Business Monitor Q4 2013

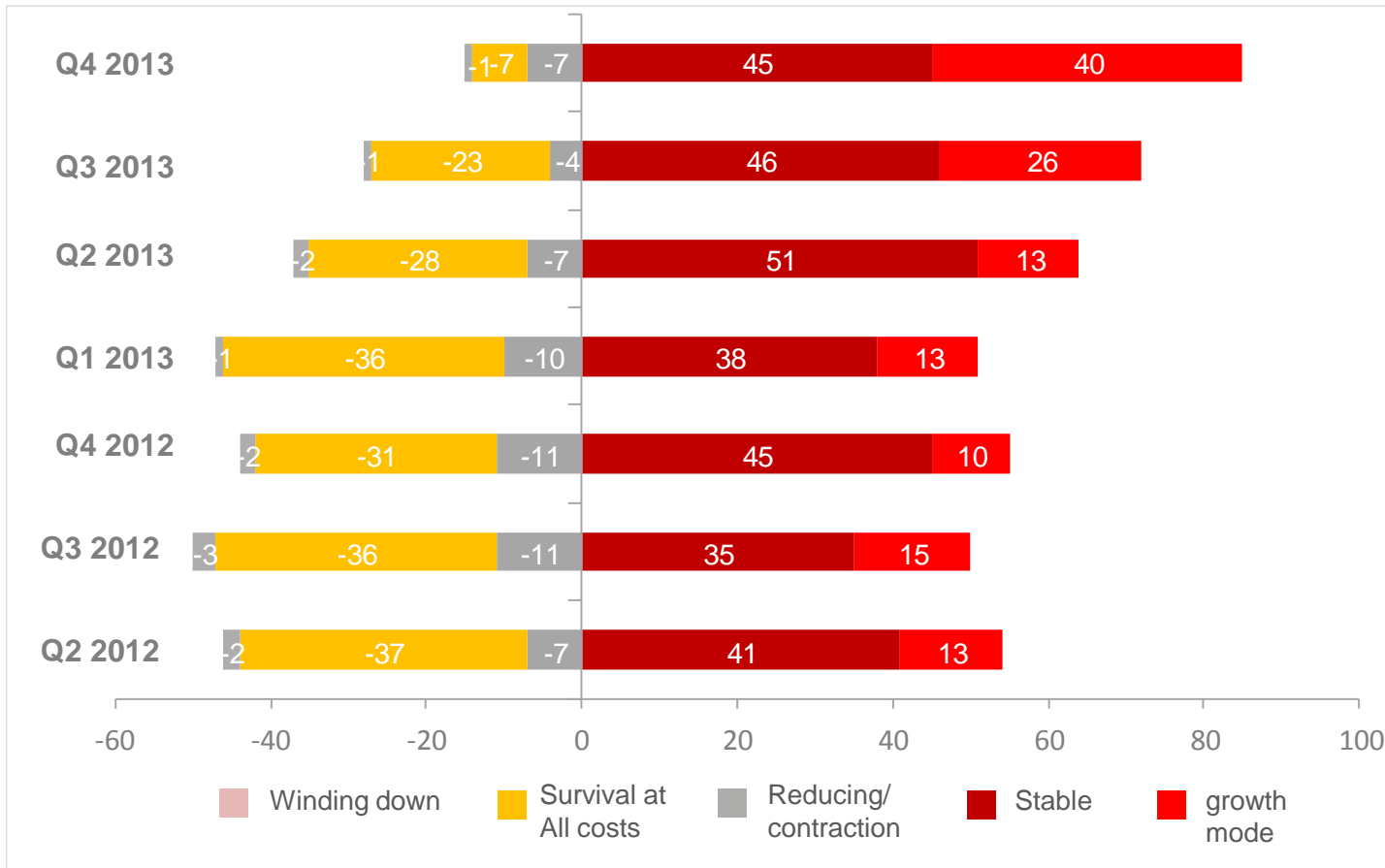


Business
Confidence

Business conditions

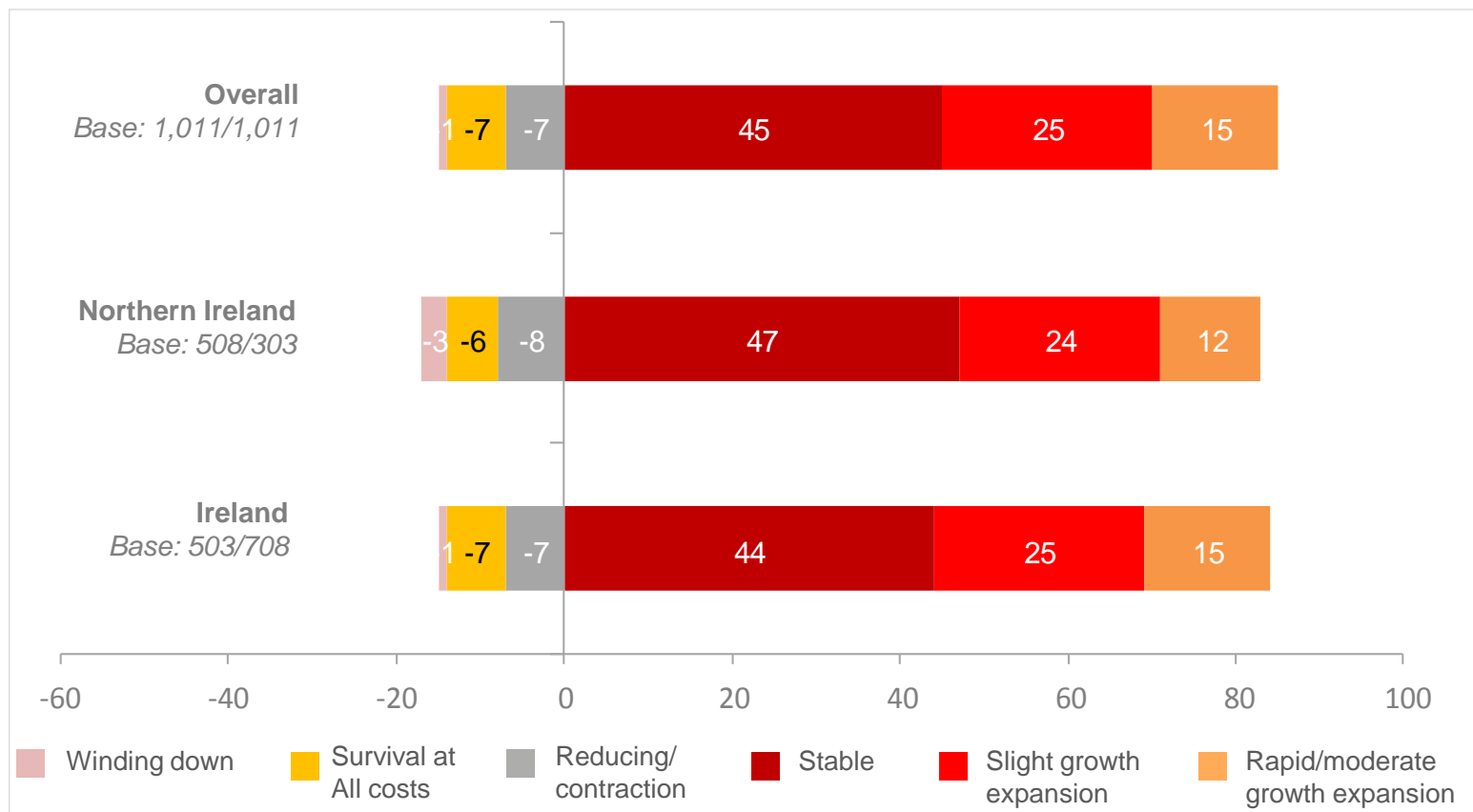
- Business position
- Employment changes
- Key challenges for businesses

Business position



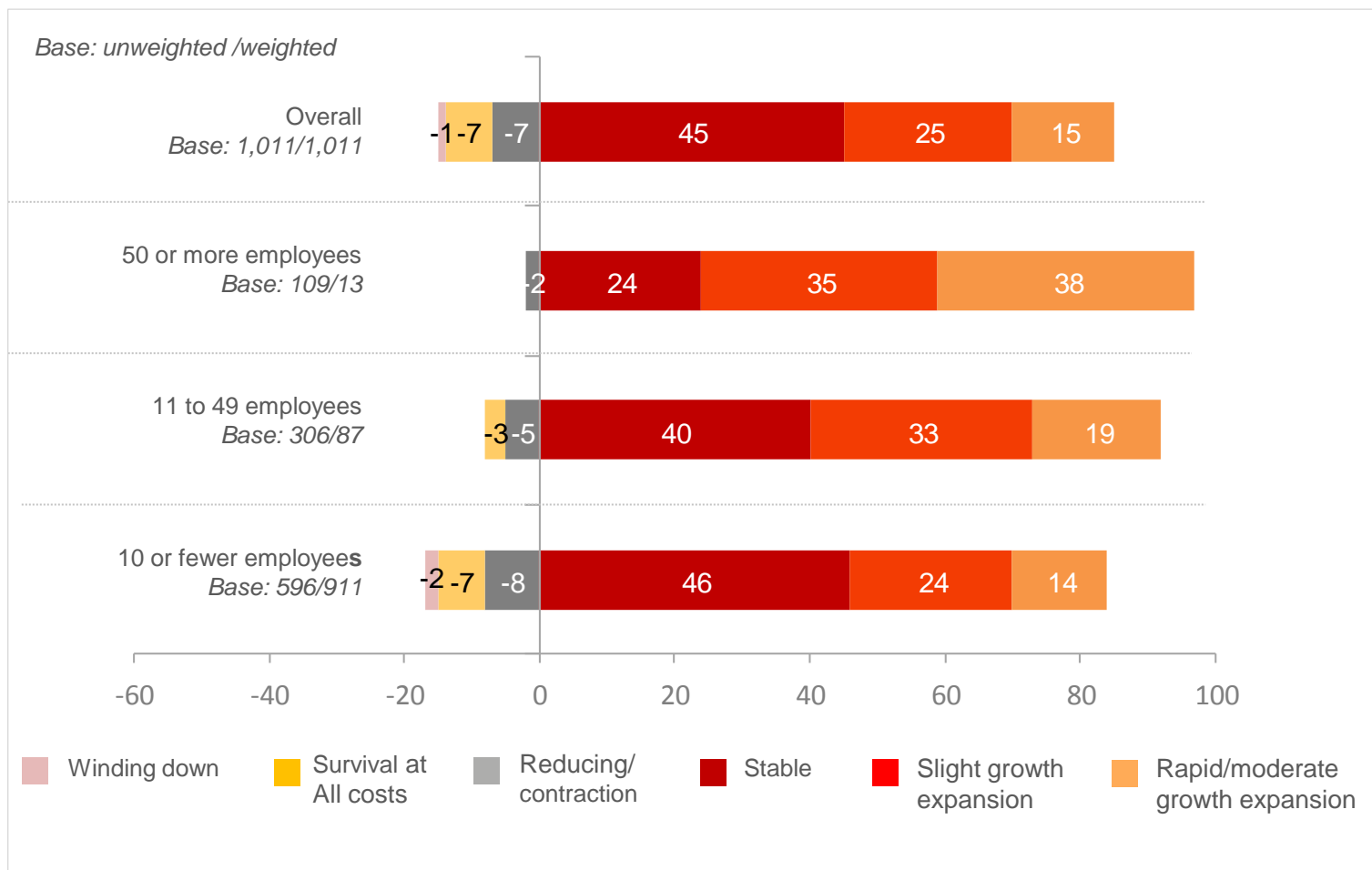
“Number of businesses in growth mode quadruples in one year..”

Business position by location



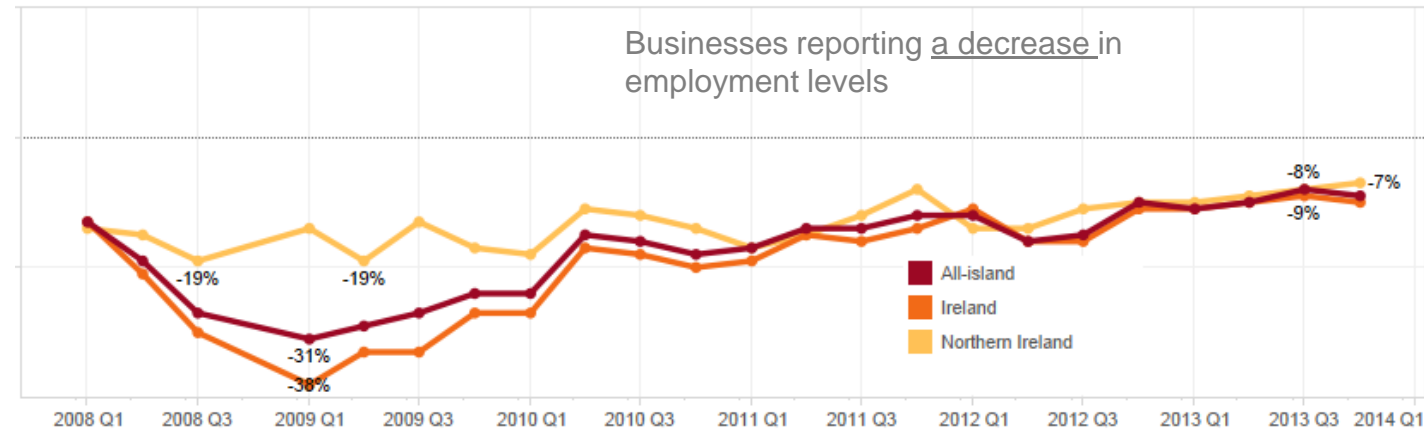
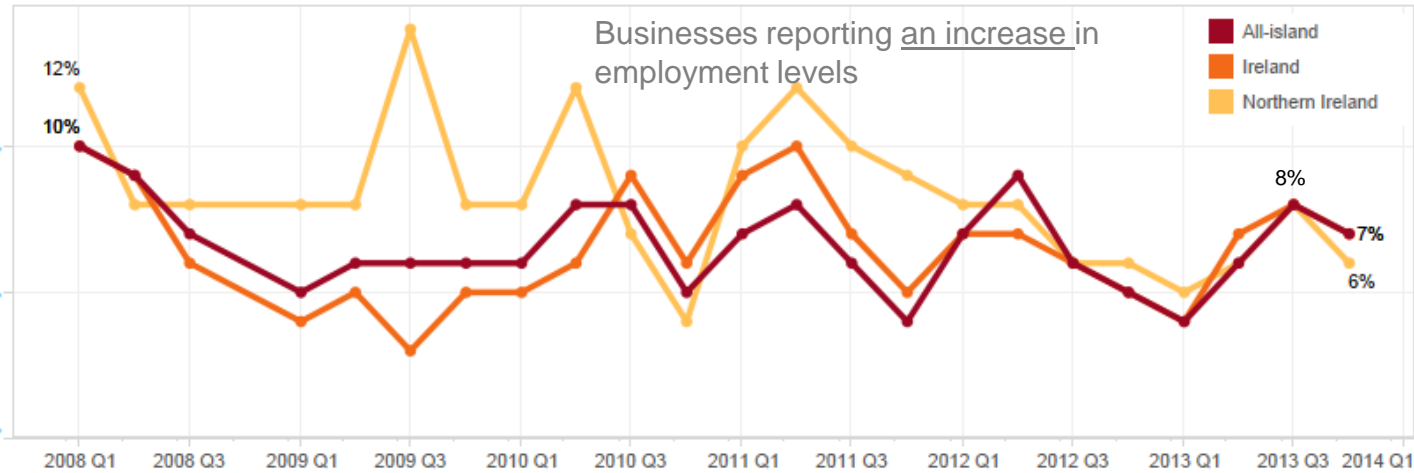
“Both economies on the same path...”

Business position by firm size



“Recovery among micro businesses is slower...”

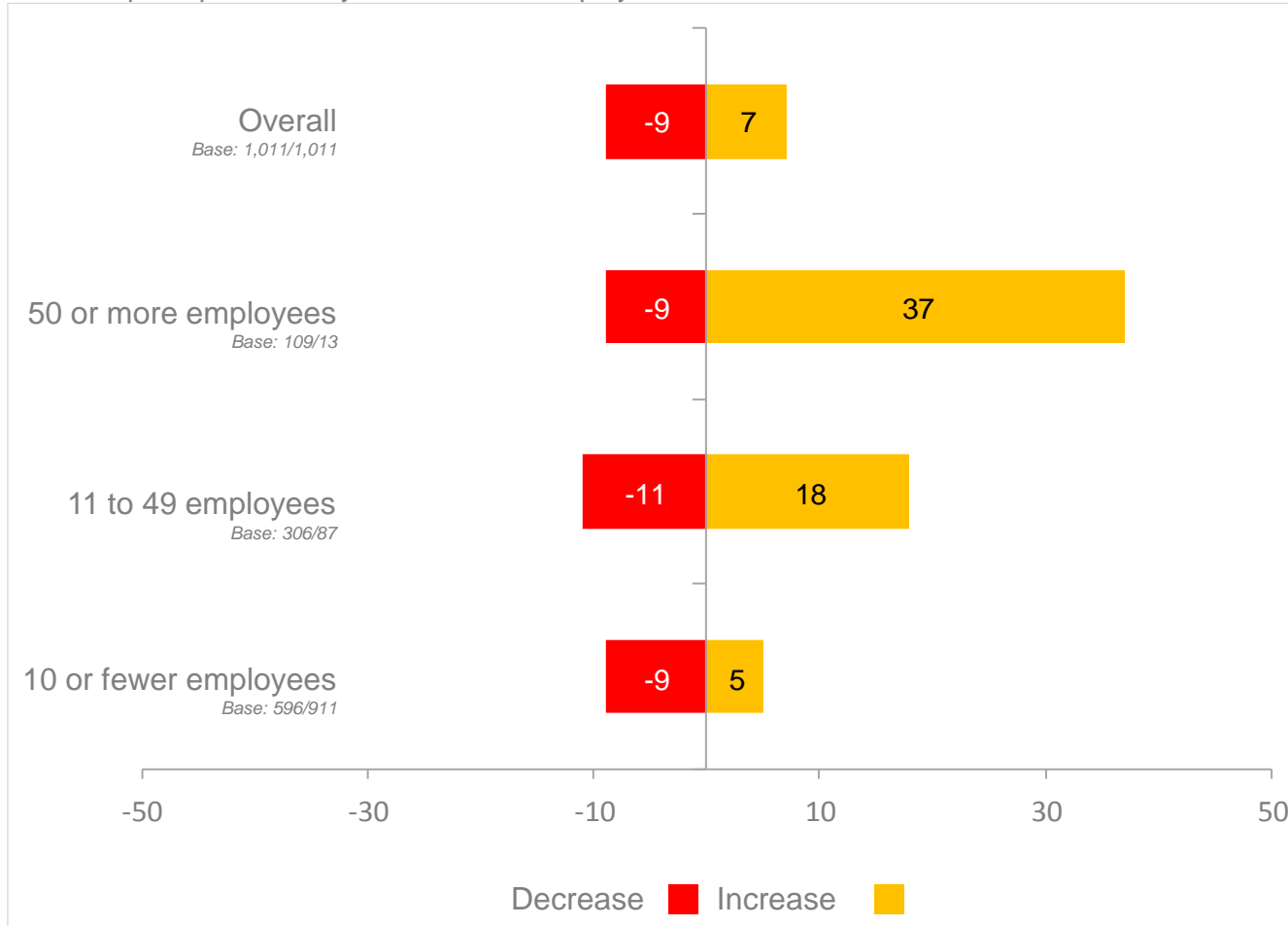
Employment changes



“Mood of optimism is slow to impact on employment...”

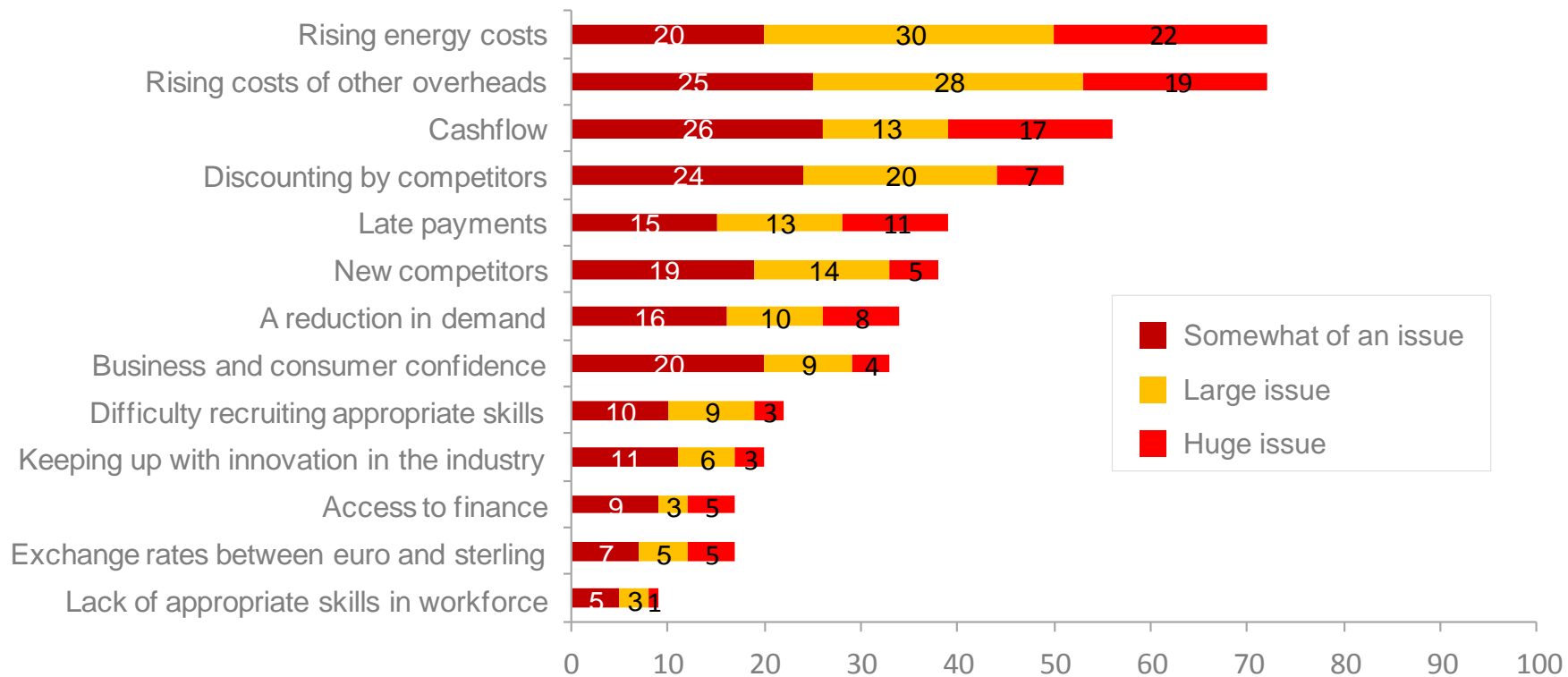
Employment changes by firm size

Over the past quarter has your number of employees?



*“... especially
for smaller
firms...”*

Key challenges for businesses

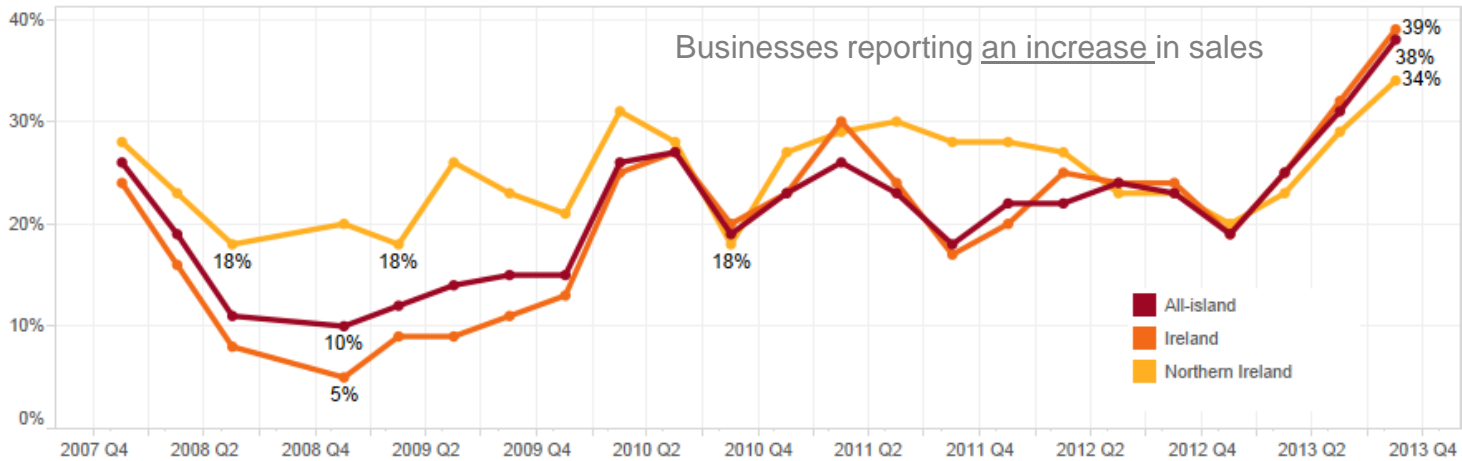


“Lack of demand and consumer confidence now much less of a key issue for businesses... It’s all about costs”

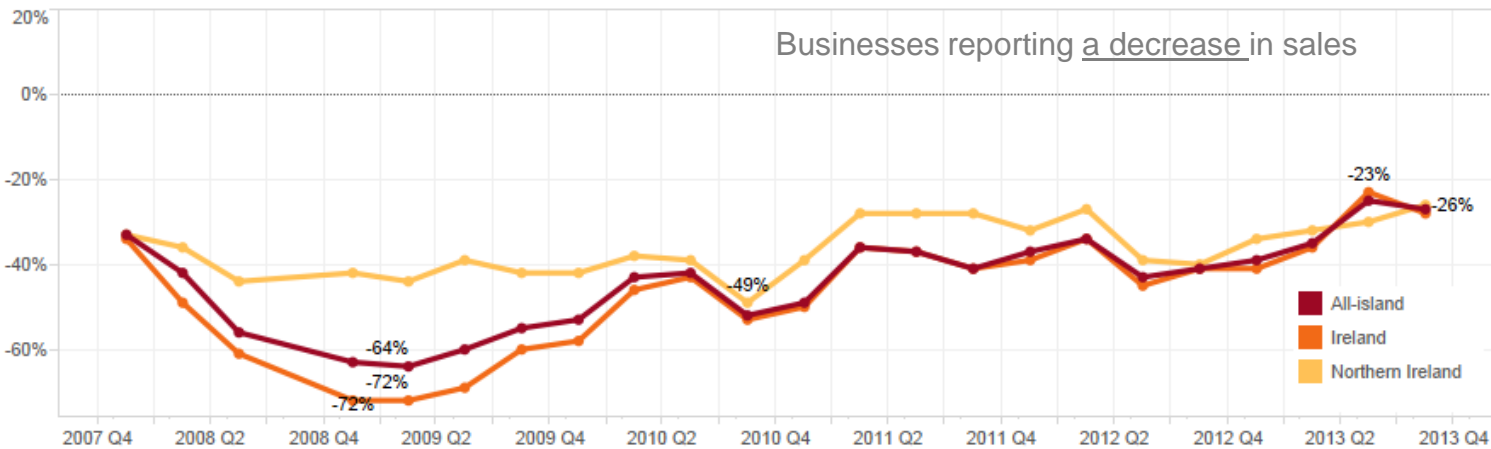
Sales and export barometer

- Sales performance
- Number of exporters

Sales performance

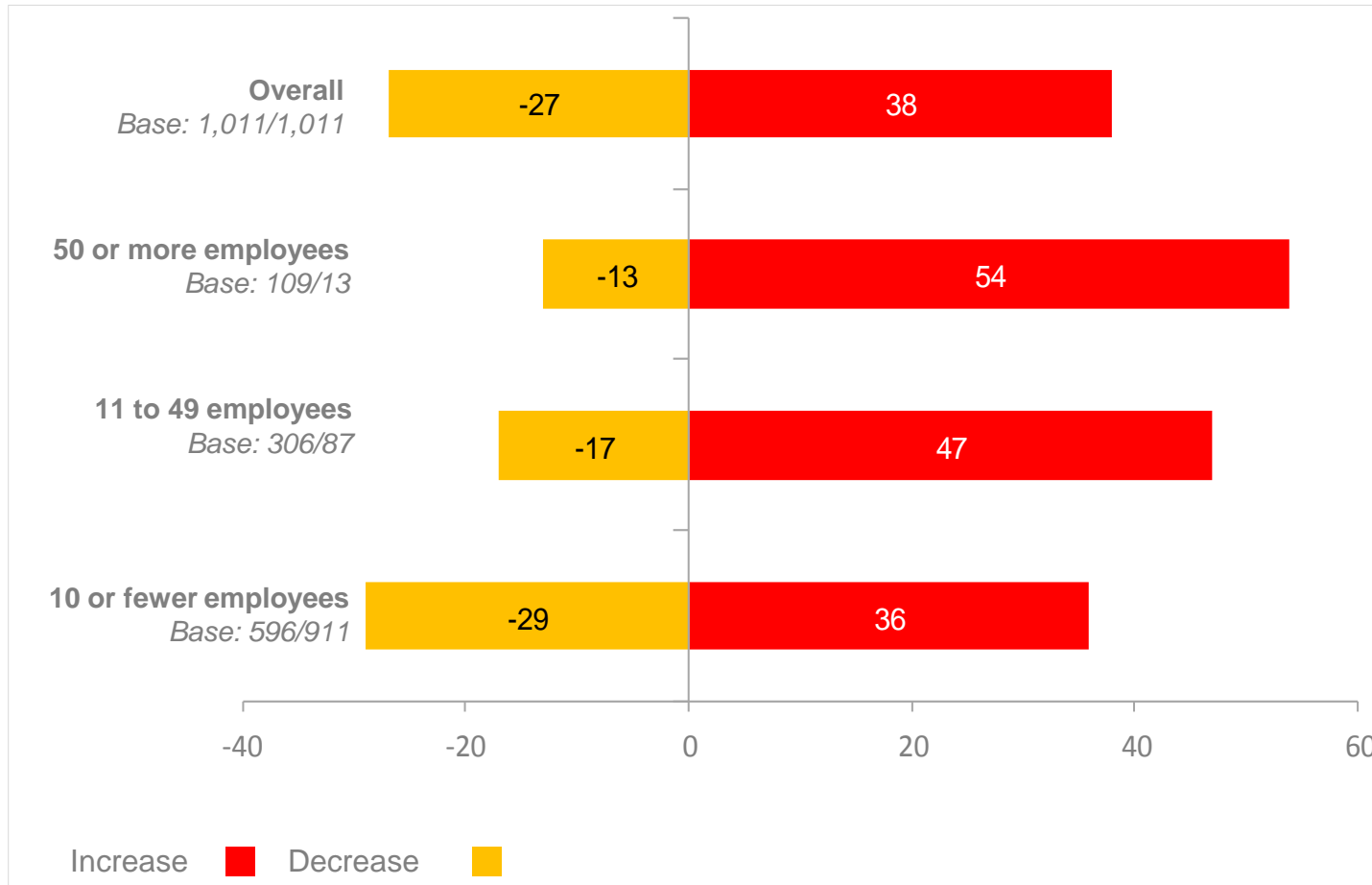


“ Sales performance grows for the third quarter in a row... But still one in four reporting decreases...”



Sales performance by firm size

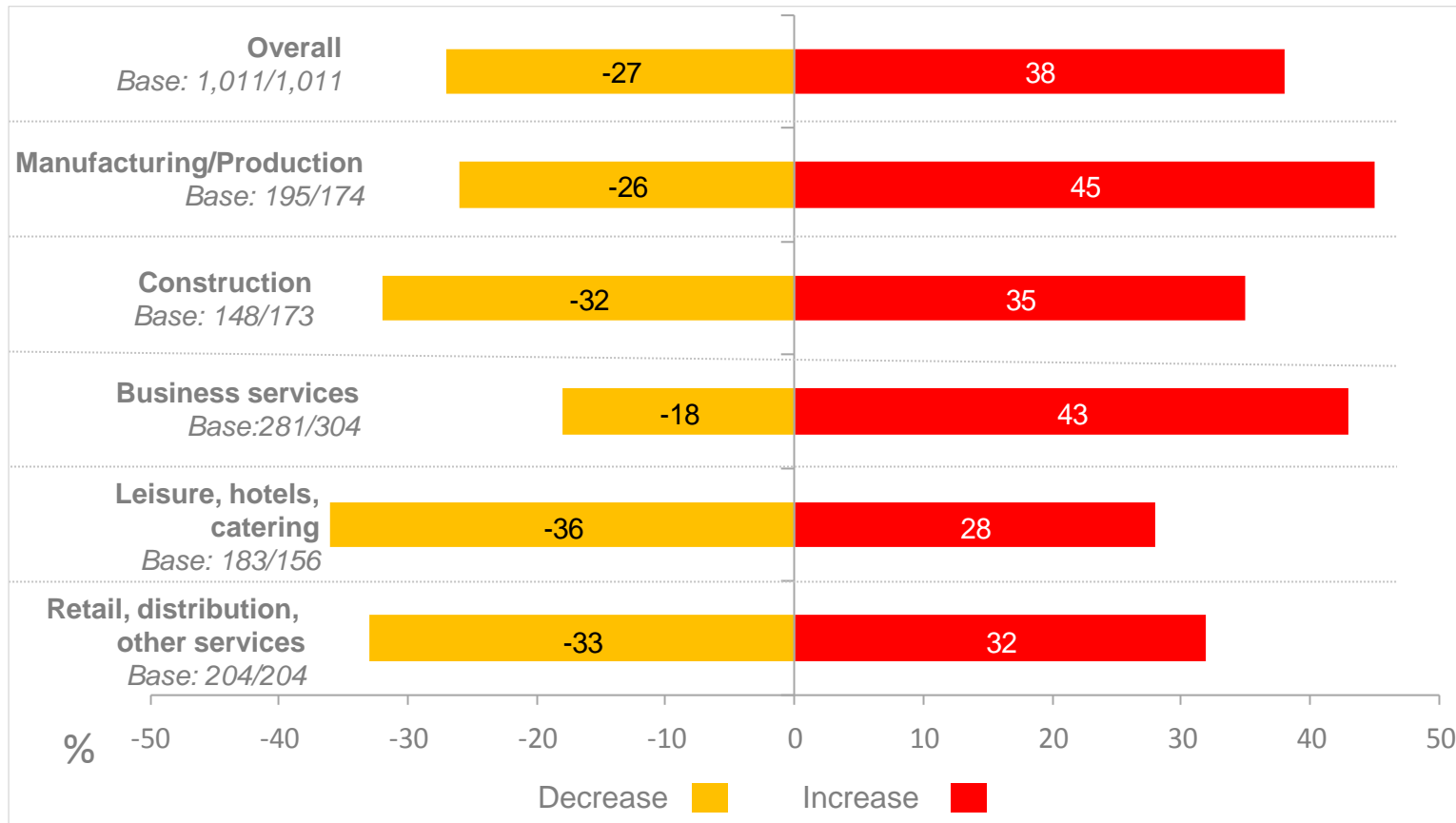
Have your sales over the past quarter increased or decreased ?



“... Improved sales performance but many micros still struggling...”

Sales performance by sector

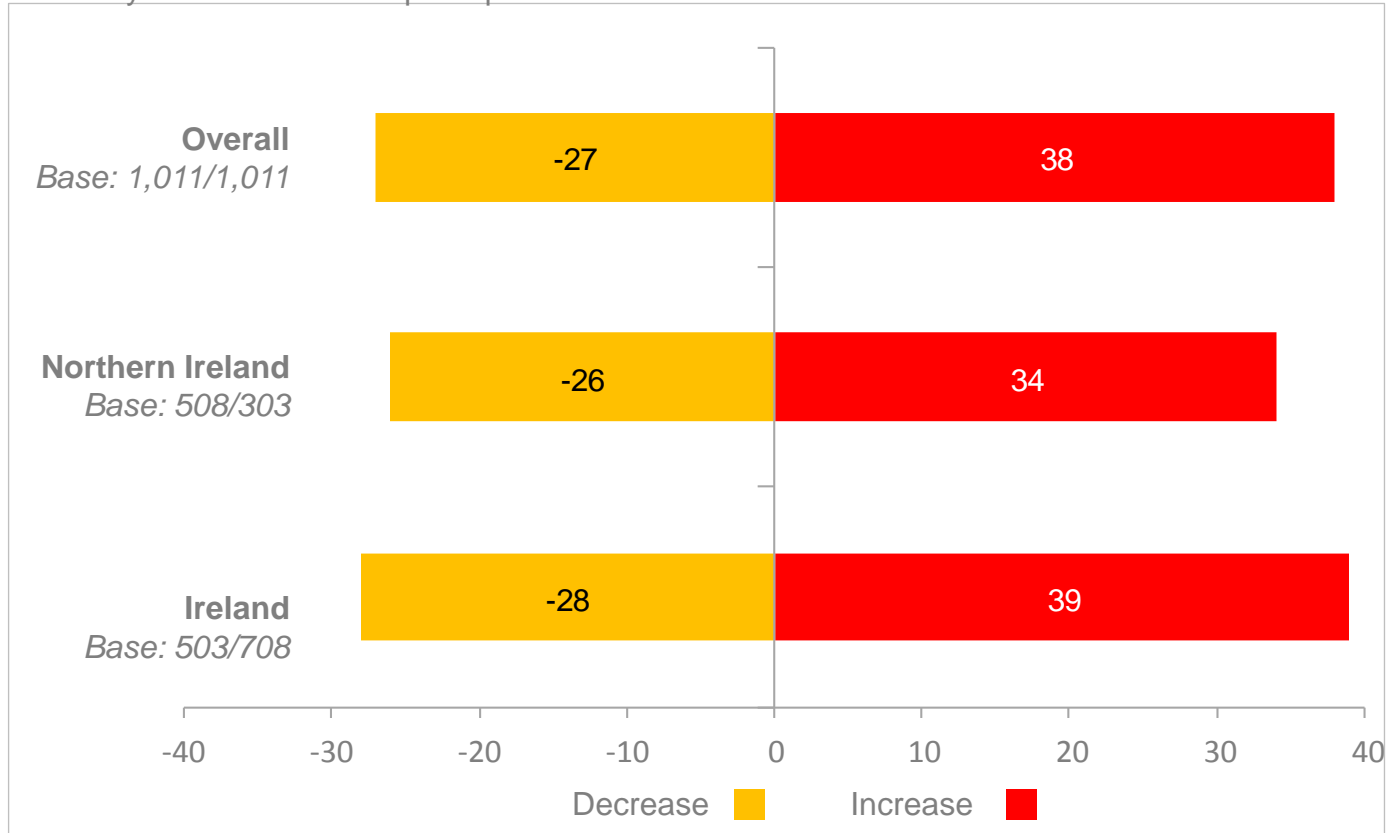
Have your sales over the past quarter increased or decreased ?



“ Positive growth across most sectors, with retail and leisure lagging...”

Sales performance by location

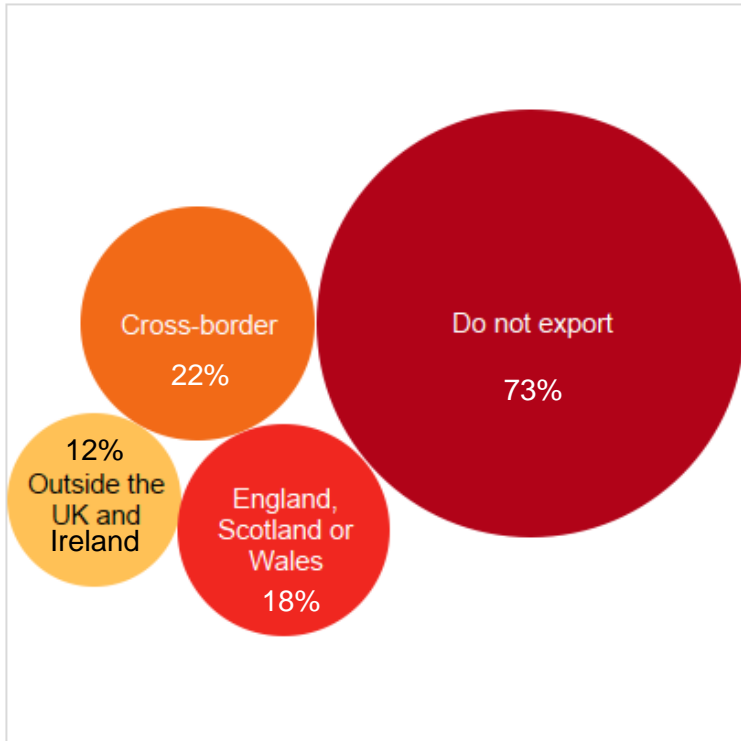
Have your sales over the past quarter increased or decreased ?



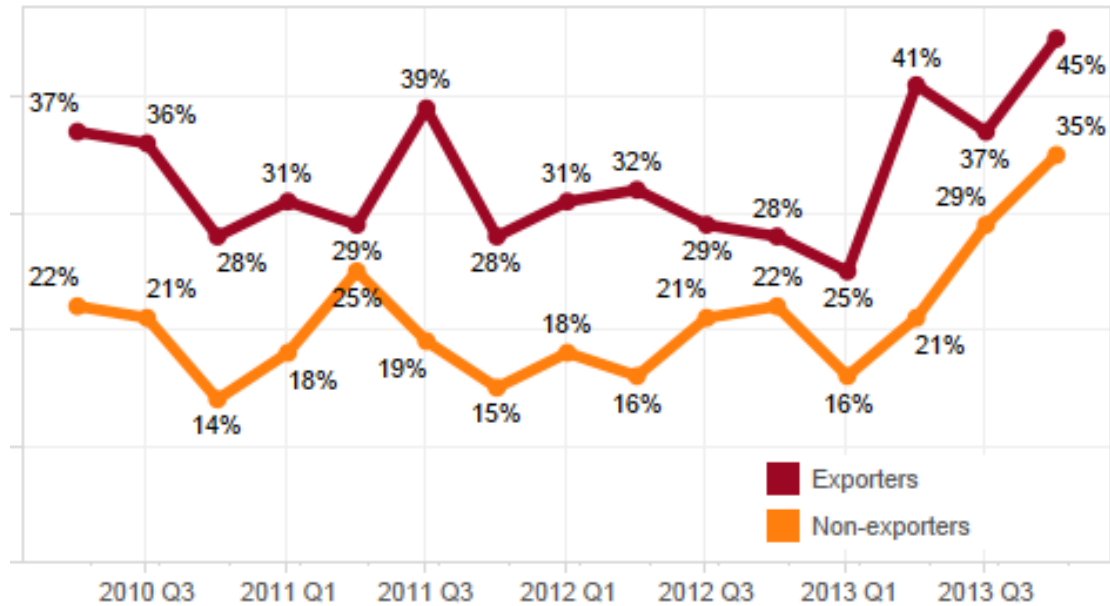
“... Similar trends in both economies...”

Export performance

Do you export your products or services?



Sales increases: exporters vs non-exporters



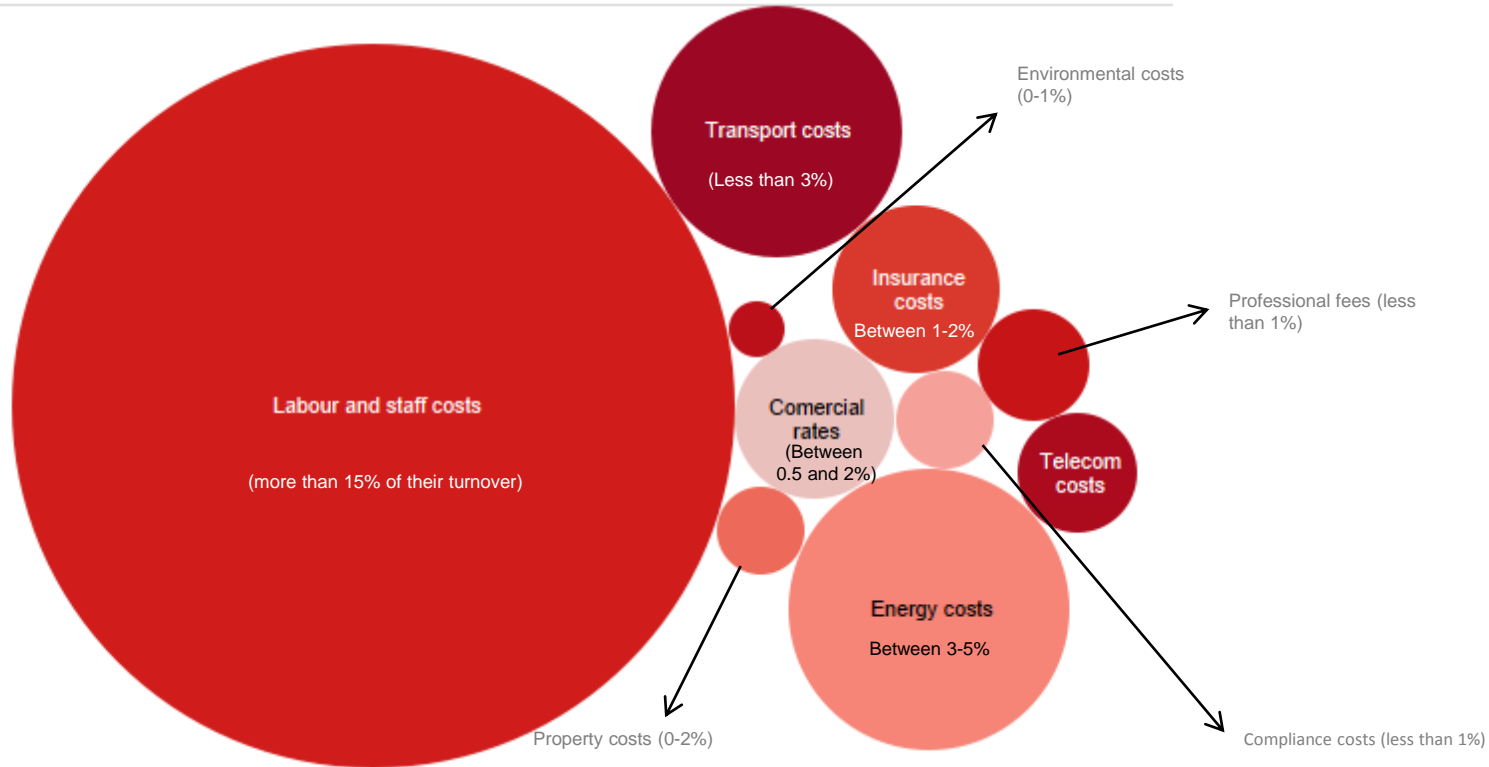
“... Exporters continue to do better but not enough exporting...”

Cost of doing business

- Costs as percentage of turnover
- Change in costs
- Businesses reducing costs
- Actions to reduce costs

Costs as percentage of turnover (1)

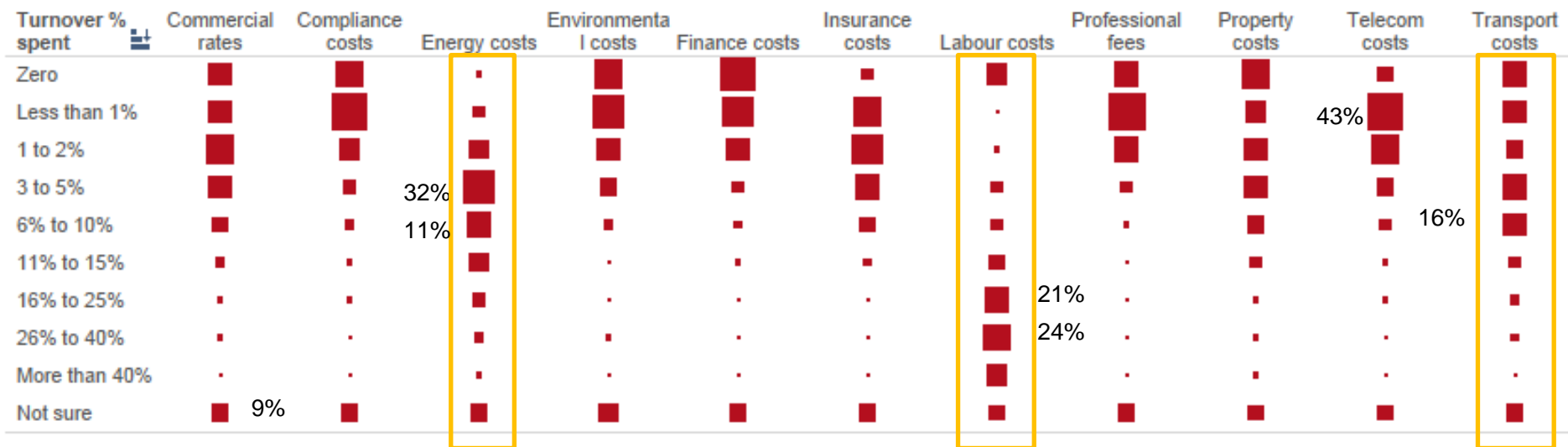
General cost overview of most of businesses surveyed



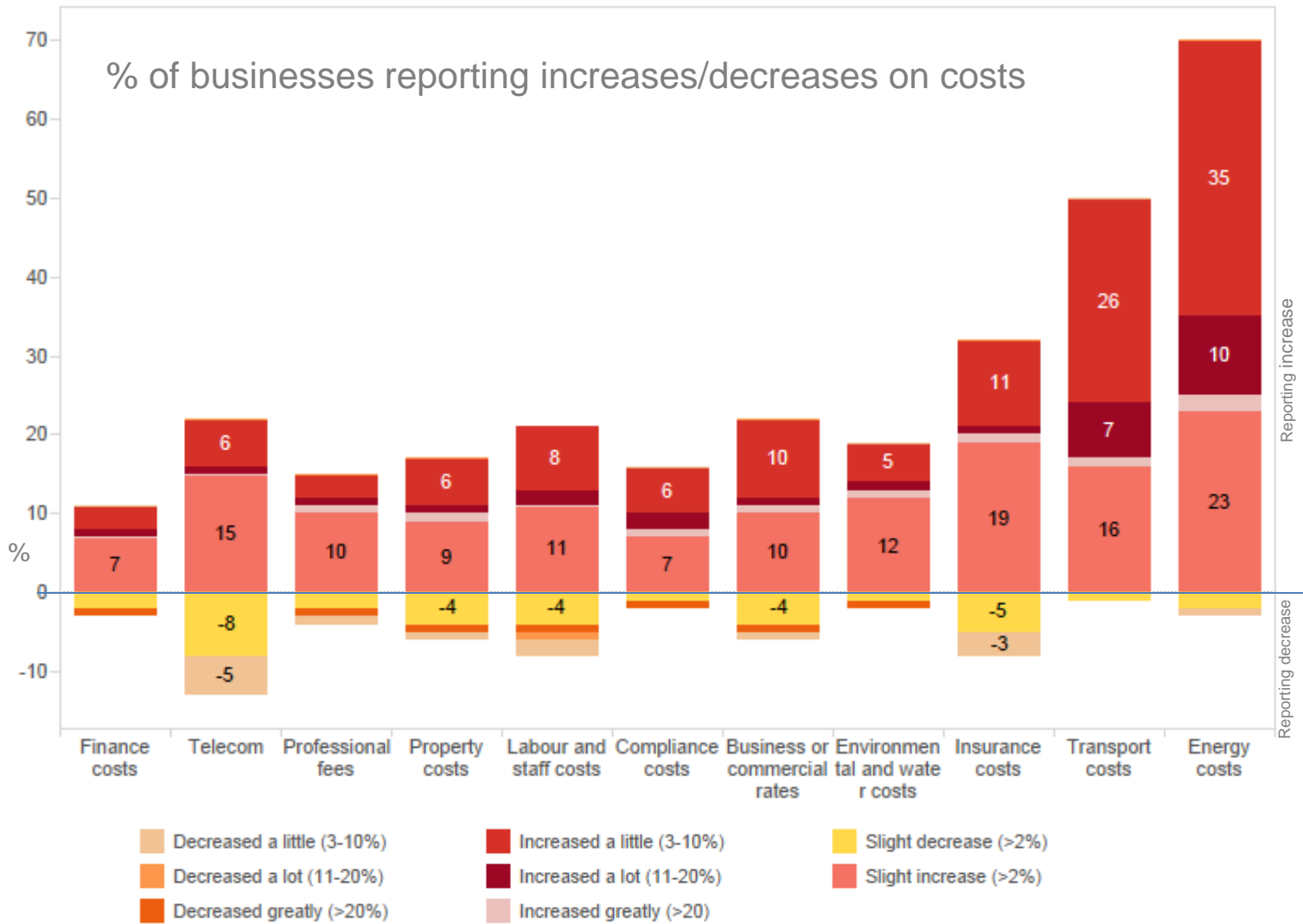
“... Labour, energy and transport are the major costs facing businesses...”

Costs as percentage of turnover (2)

Number of businesses (%) reporting how much their firm spends in each of the areas below by turnover %

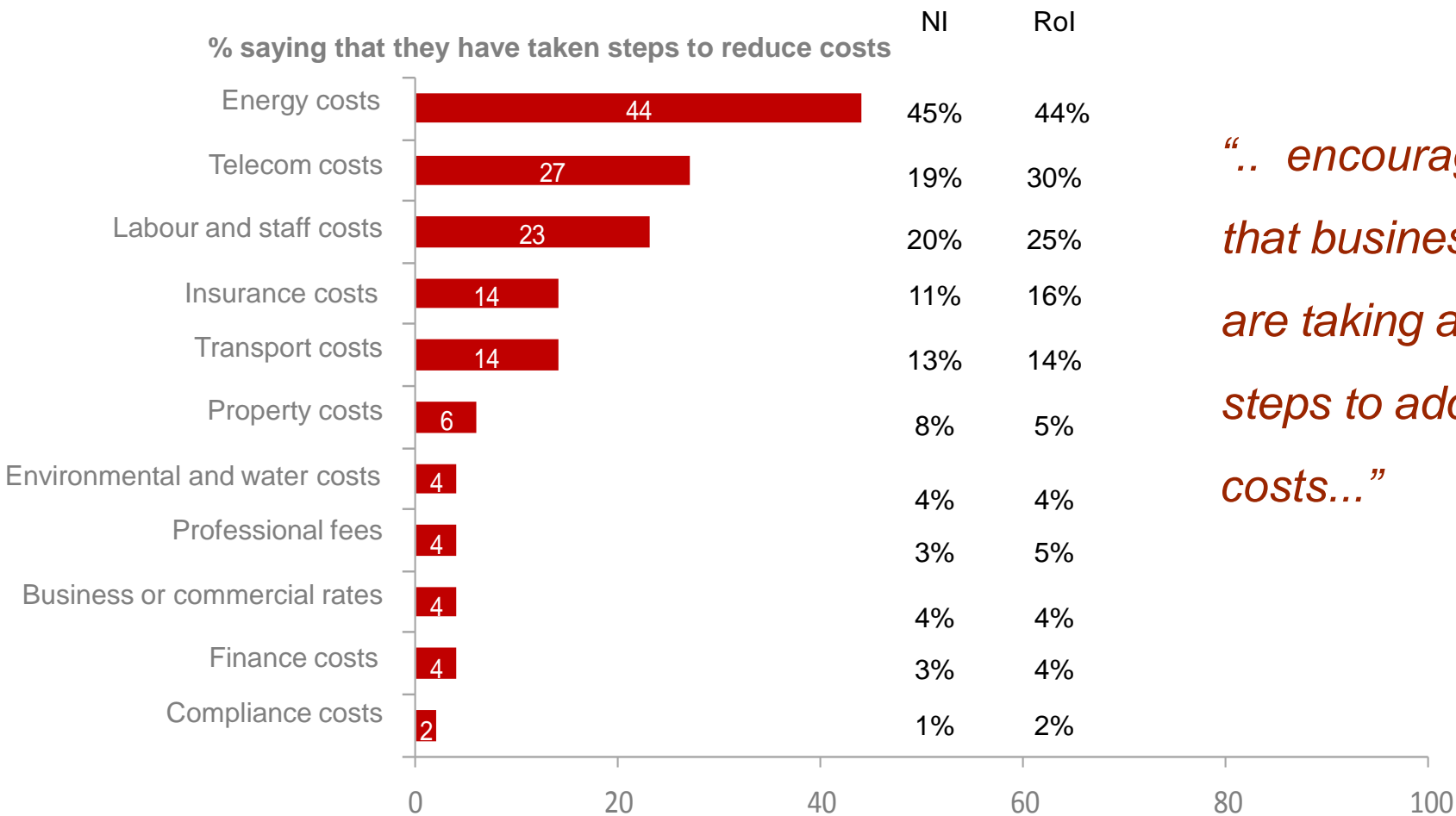


Change in costs for firms on the island



“...Biggest pressures coming from energy and transport costs increases ..”

Businesses taking steps to reduce costs



“.. encouraging that businesses are taking active steps to address costs...”

Actions to reduce costs

Actions taken to reduce costs over the last 12 months...		Overall
Energy costs	Reduced energy usage / installed renewable energy sources	30%
	Changed energy provider	16%
	Negotiated better rates for energy	12%
Telecom costs	Negotiated better telecoms rates	15%
	Changed telecoms provider	15%
Labour costs and staff costs	Reduced staffing levels	16%
	Cut overtime / reduced hours of working	11%
Insurance costs	Negotiated better insurance rates	13%
	Changed insurance provider	4%
Transport costs	Reduced the amount of travelling	11%
	Changed transport provider	4%

In conclusion...

Mood of optimism taking hold

...but tinged with concerns over rising costs

Impact on employment is lagging

...as is recovery, in retail and leisure

InterTradelreland Business Monitor

InterTradelreland's quarterly Business Monitor survey is the largest and most comprehensive business survey on the island covering business owner's views both Northern Ireland and Ireland from interviews conducted with more than 750 SMEs. It differs from other surveys by feeding directly from telephone interviews conducted with a robust sample of businesses across a range of sectors. It has a lengthy time series of six years and tracks all-island economic indicators such as sales, employment, business outlook and other specific topical issues on a quarterly basis.

In the next quarter, the Business Monitor will look at: Skills and recruitment

Business Monitor Q4

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