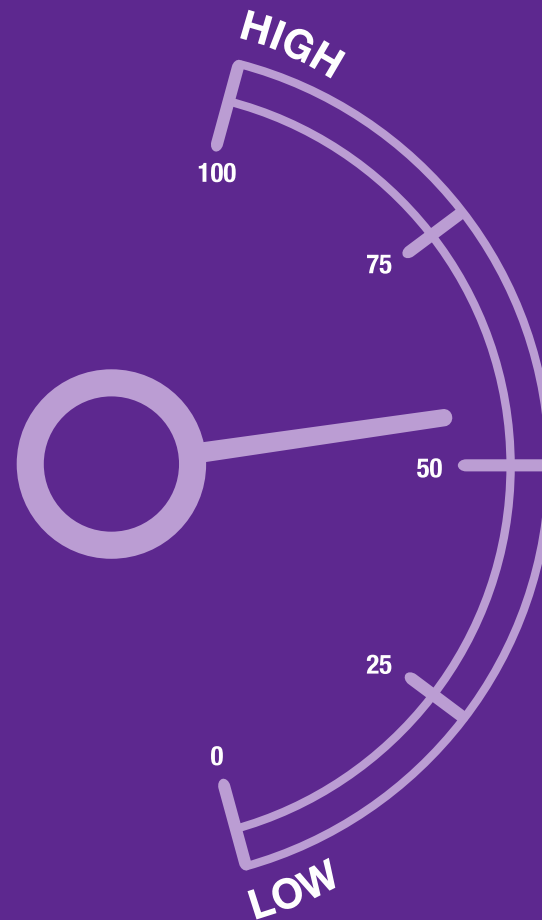


# InterTradeIreland Business Monitor Q3 2014



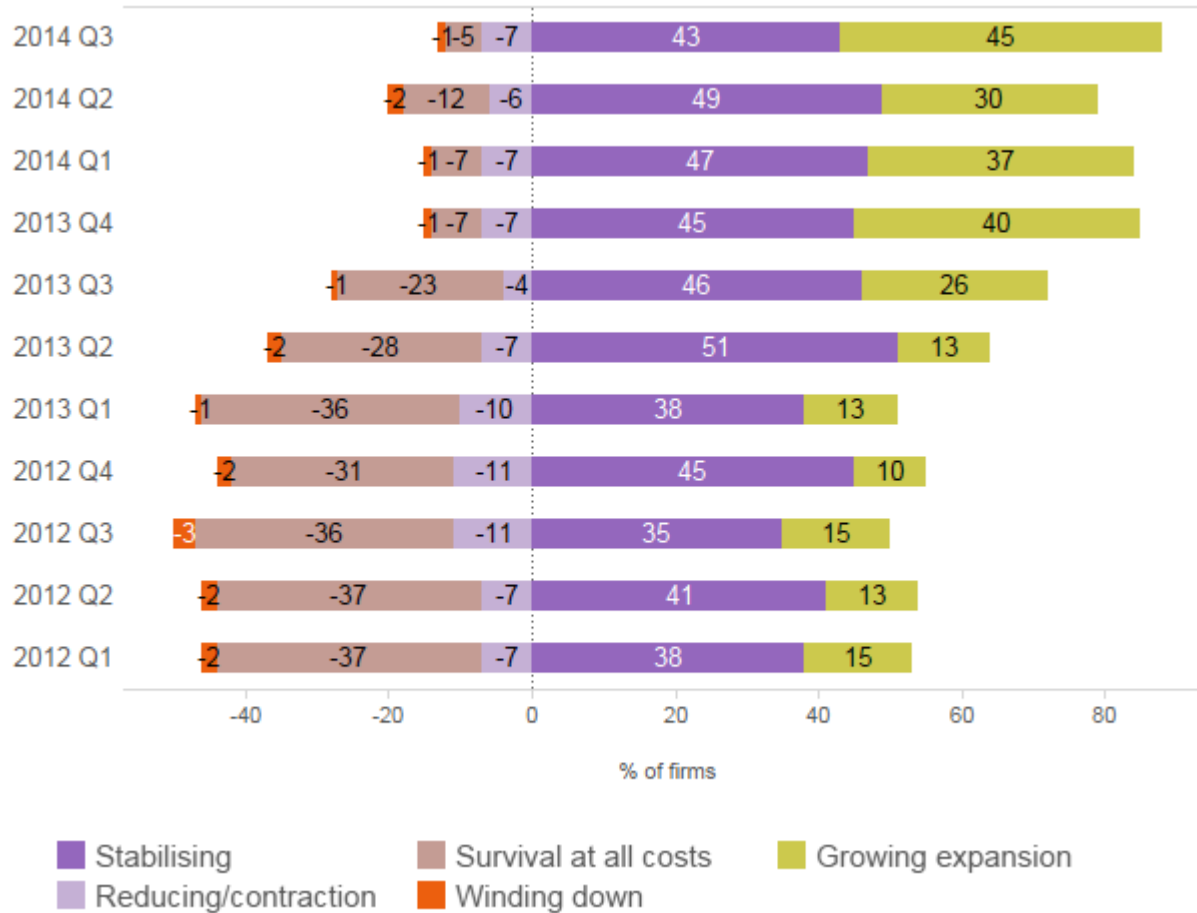
Business  
Confidence

# Business conditions

- Business position
- Employment performance
- Key challenges for businesses

# Business position

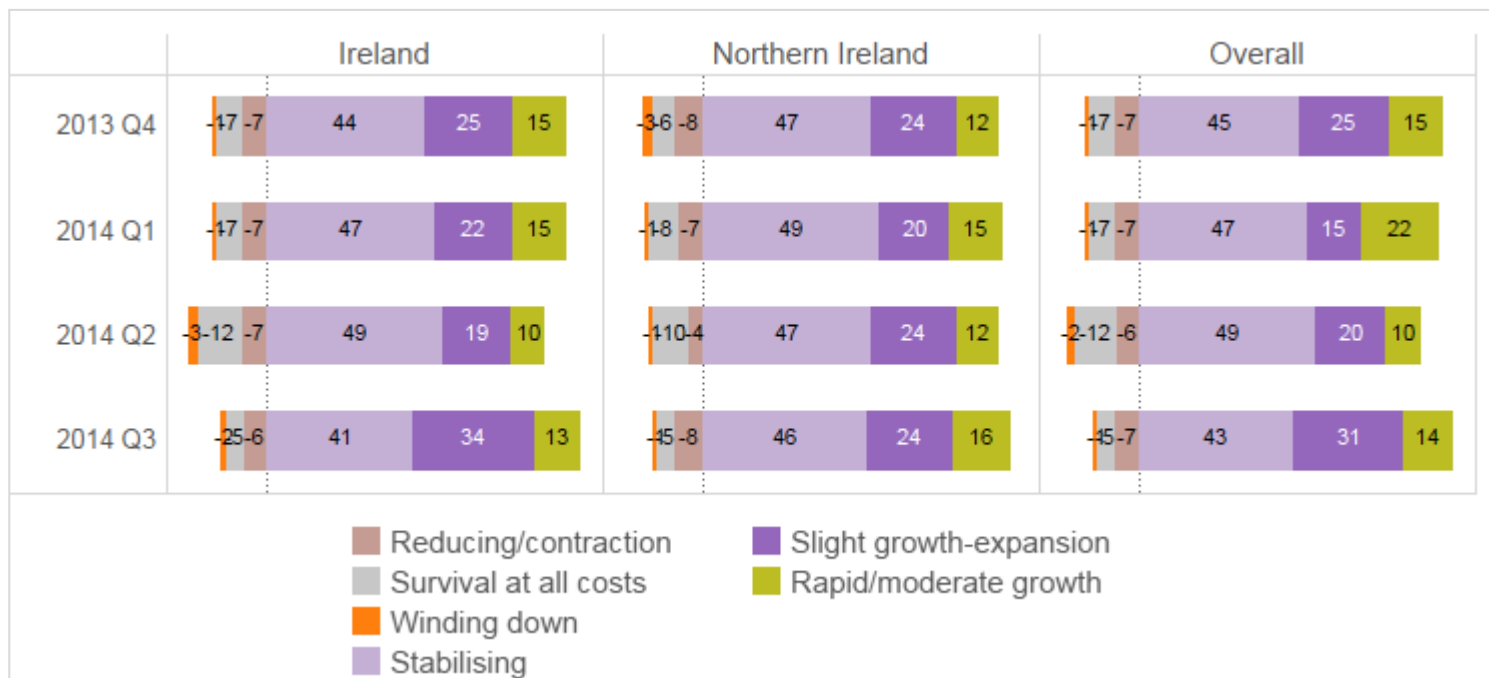
Which of the following best describes the current position of your business?



*“Recovery continuing with almost twice as many firms in growth as a year ago”*

# Business position by location

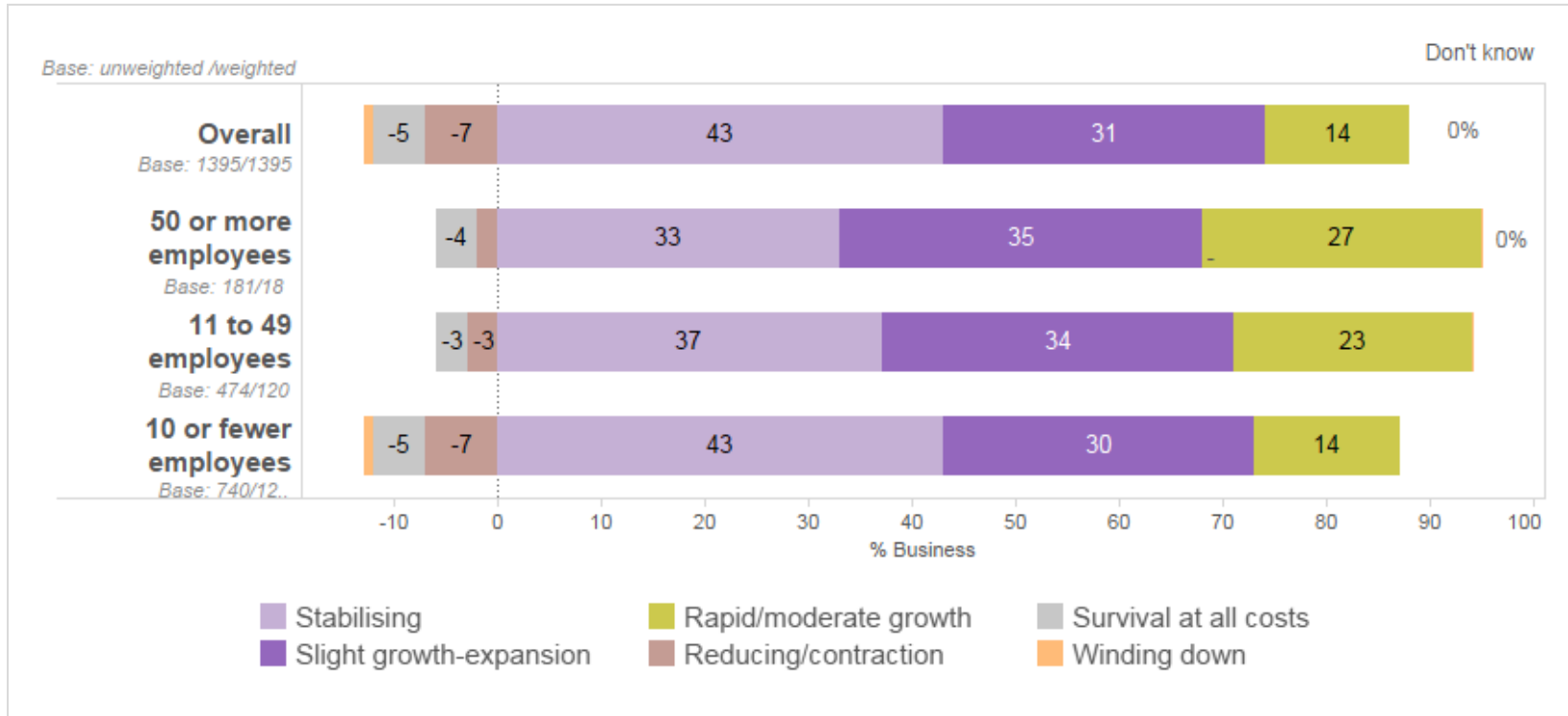
Which of the following best describes the current position of your business? (% firms)



*“Broad-based recovery-across both locations...”*

# Business position by firm size

Which of the following best describes the current position of your business? (% firms)



“across all sizes...”

# Business position by sector

Which of the following best describes the current position of your business? (% firms)



*“...and across all sectors”*

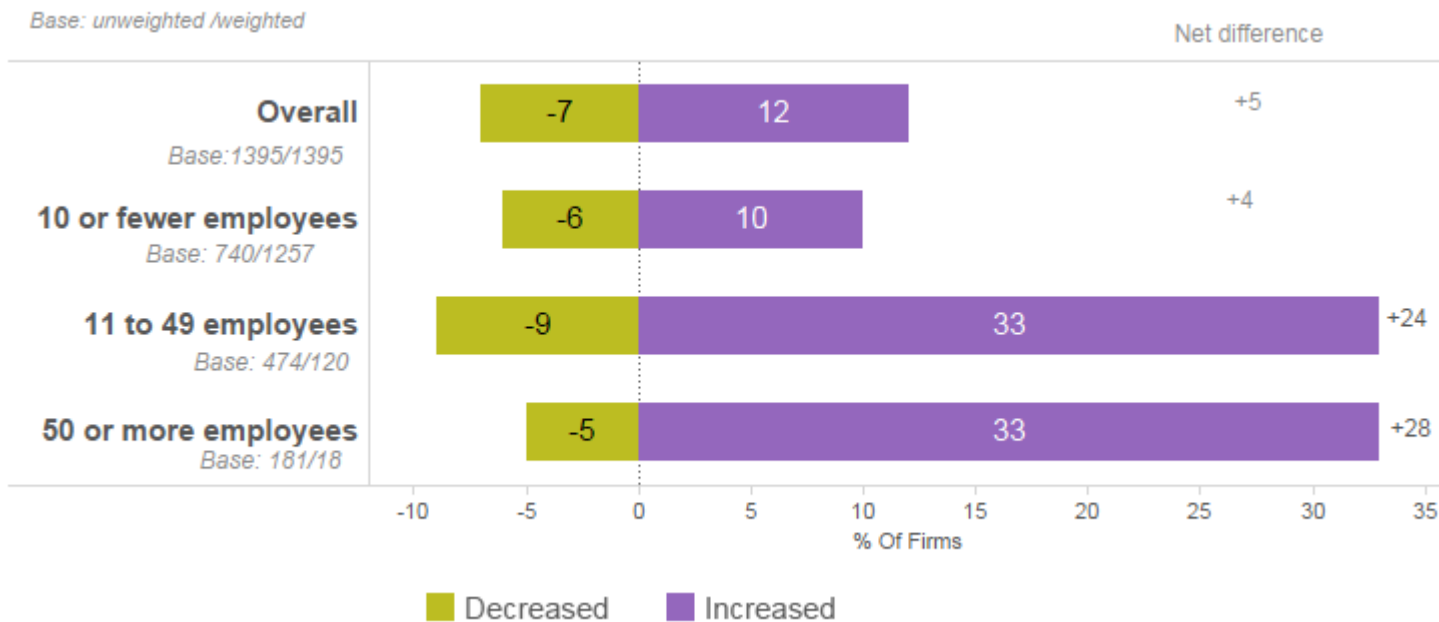
# Businesses increasing employment

Businesses (%) reporting an increase in employment levels



*“... With encouraging signs in numbers employing”*

# Businesses increasing employment by firm size

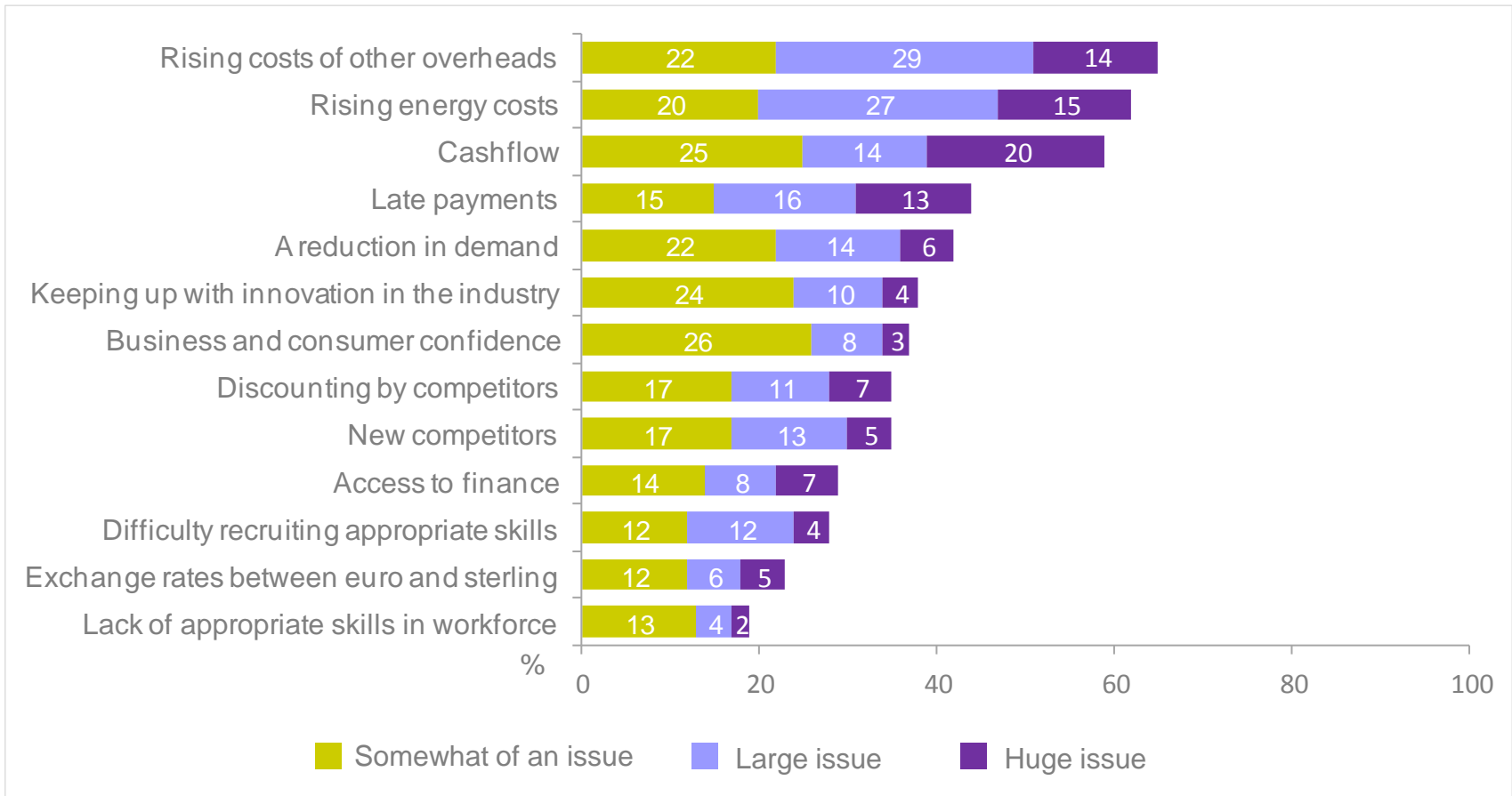


*“... Across all sizes...but to a lesser extent in micros”*



# Key challenges for businesses

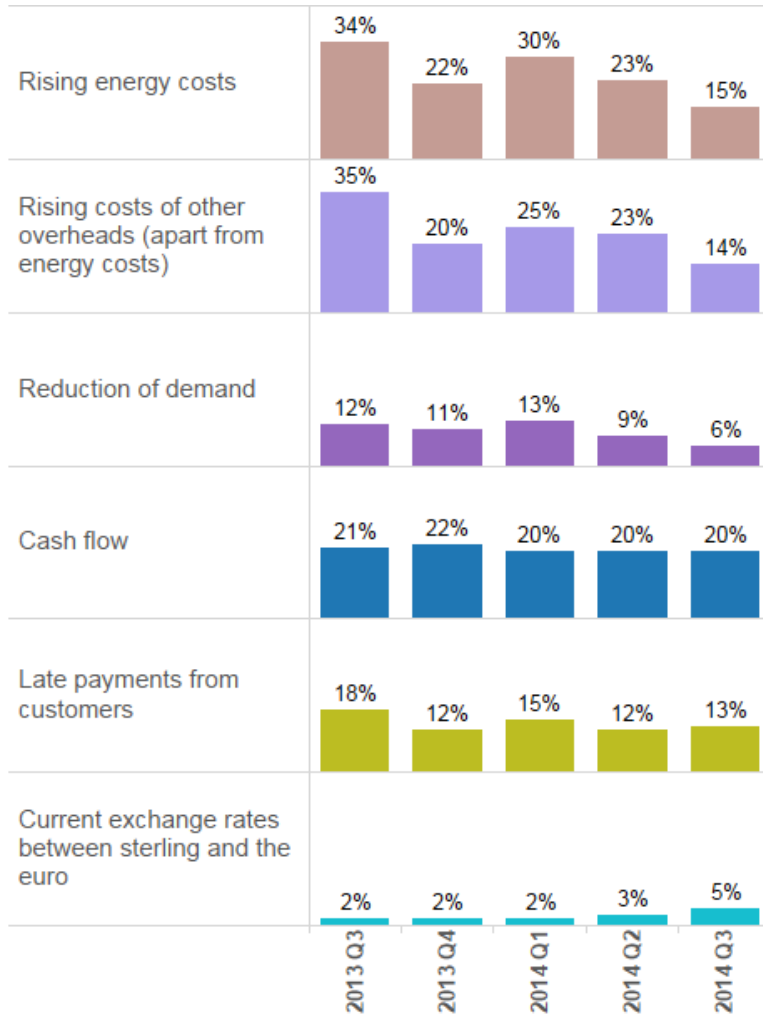
To what extent are each of the following an issue for your business currently? (% of firms)



*“Costs remain a challenge for firms...”*

# Key challenges for businesses

To what extent are each of the following an issue for your business currently? (% of firms)



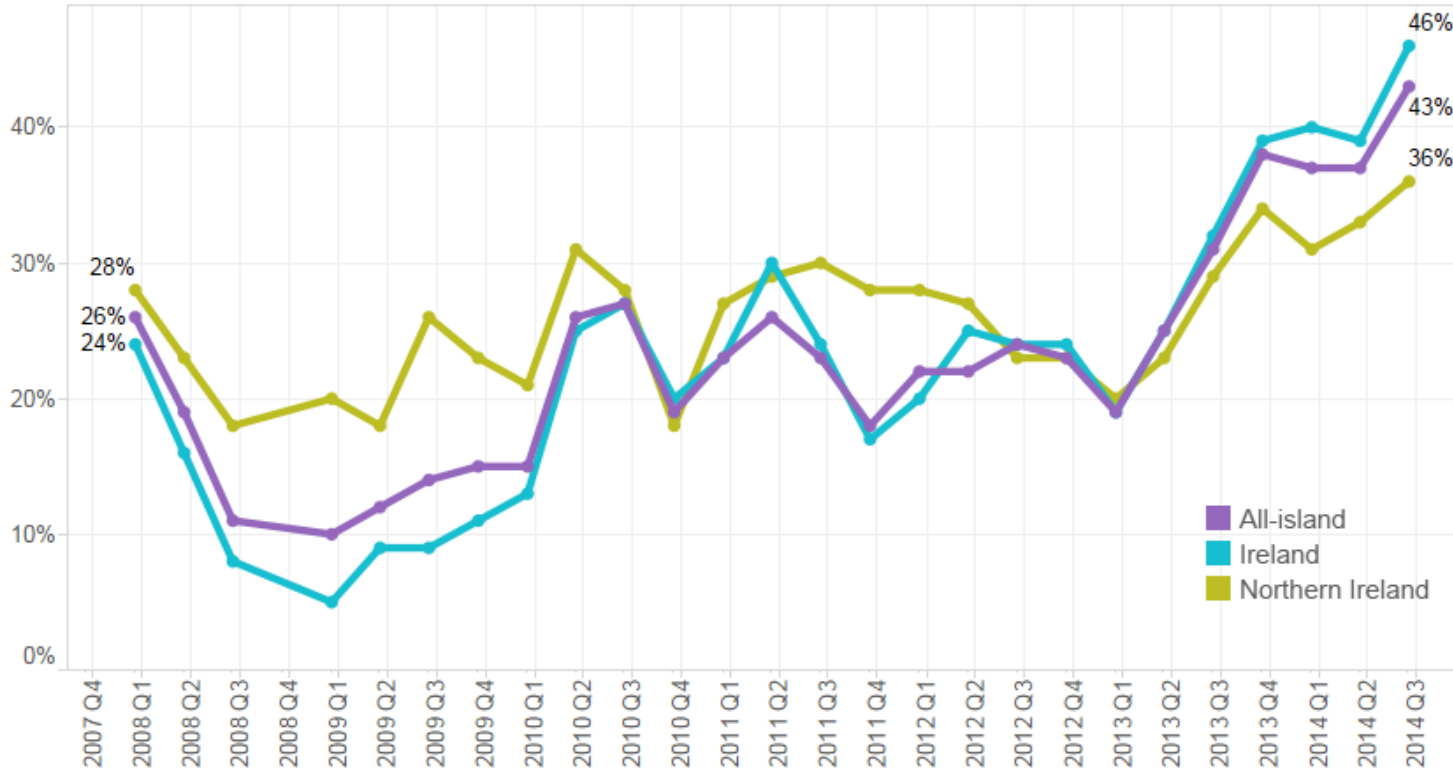
*“But..most of the challenges, except cash flow and late payments... impacting on smaller numbers of firms”*

# Sales and export barometer

- ❑ Sales performance
- ❑ Exporters performance
- ❑ Sales increases expectations

# Sales performance

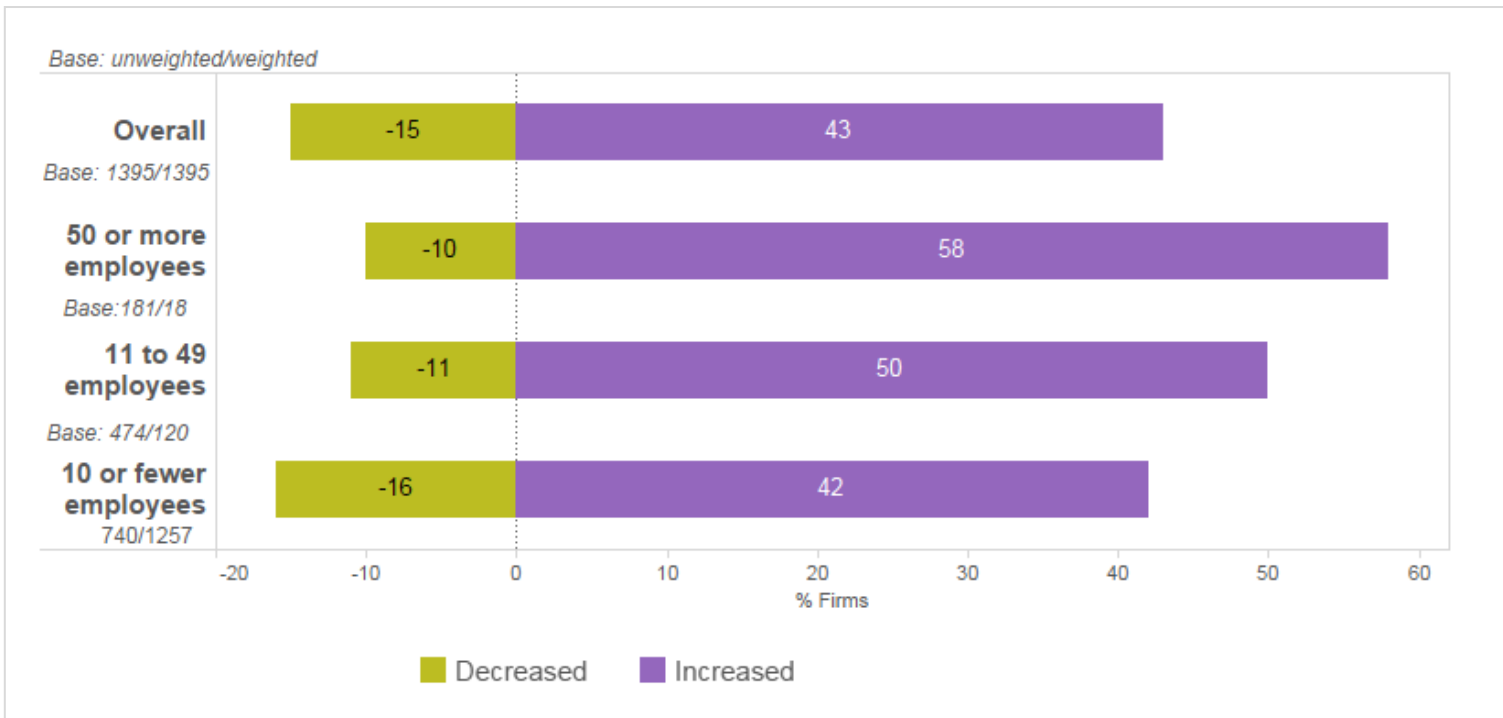
Businesses (%) reporting an increase in sales



*“Sales performance continues to be buoyant”*

# Sales performance by size

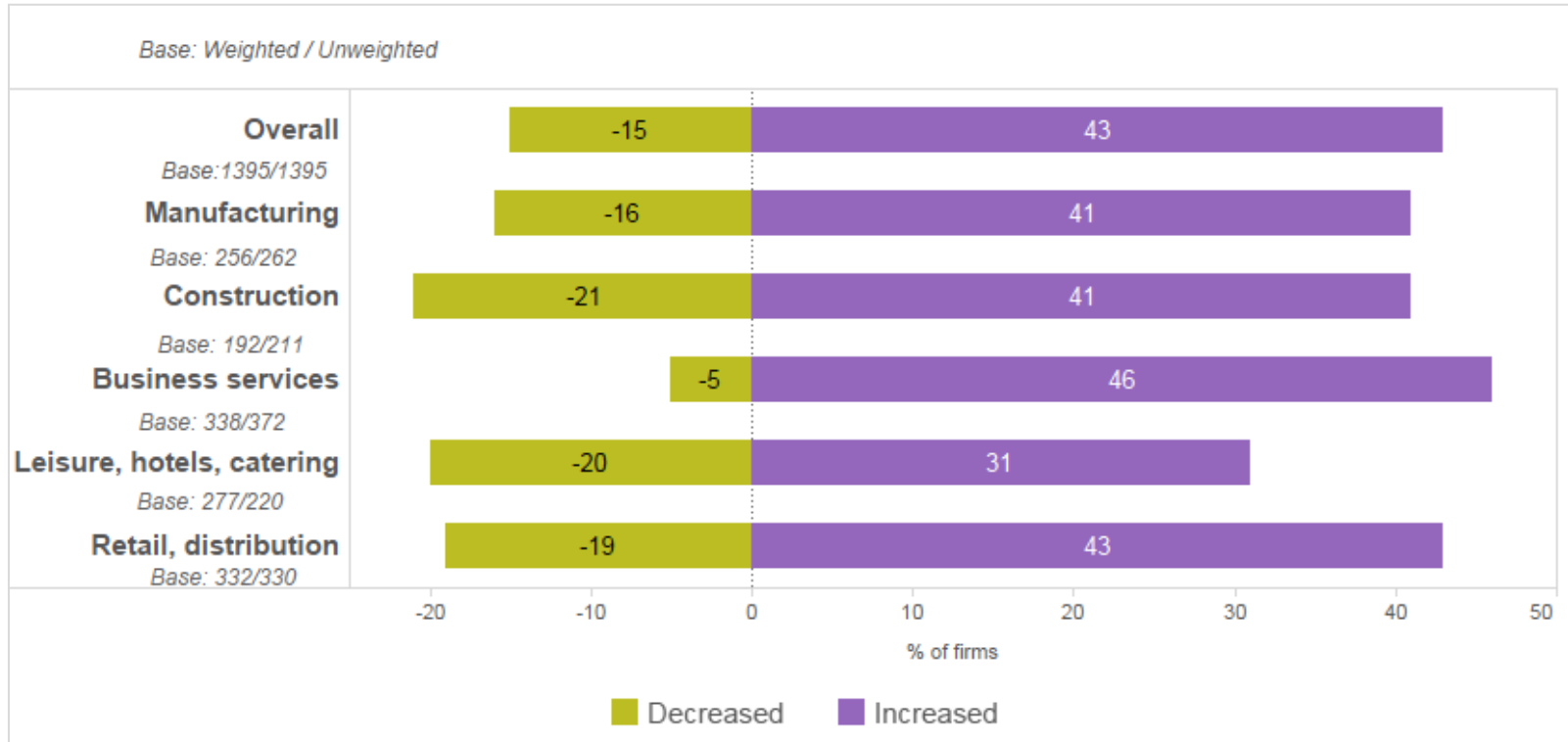
Have your sales over the past quarter increased or decreased ?



*“... Across all sizes of firms including micro-enterprises”*

# Sales performance by sector

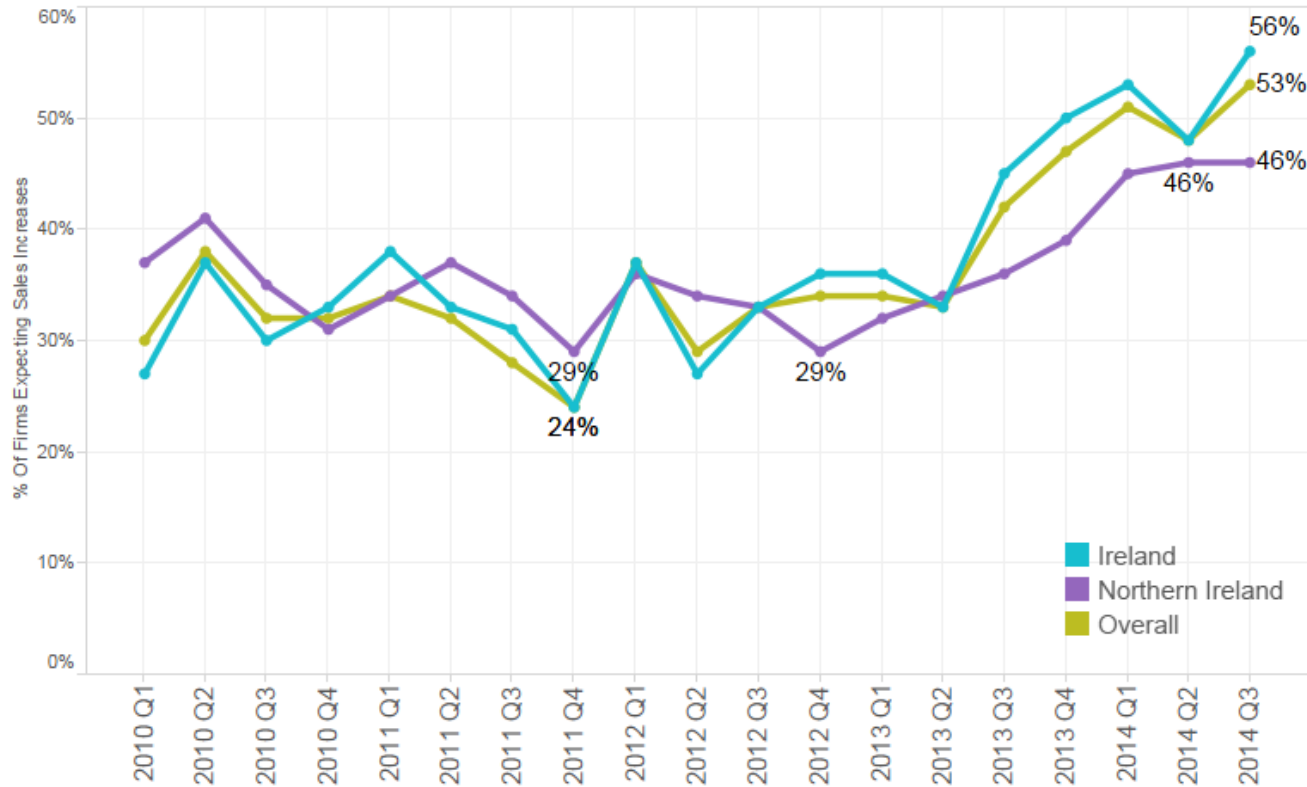
Have your sales over the past quarter increased or decreased ?



“... And in all sectors though hospitality continues to lag...”

# Sales increases expectations for the next year

Do you expect your sales to increase over the next 12 months? (% firms)



*“Positive sales outlook for the year ahead among the majority of firms”*

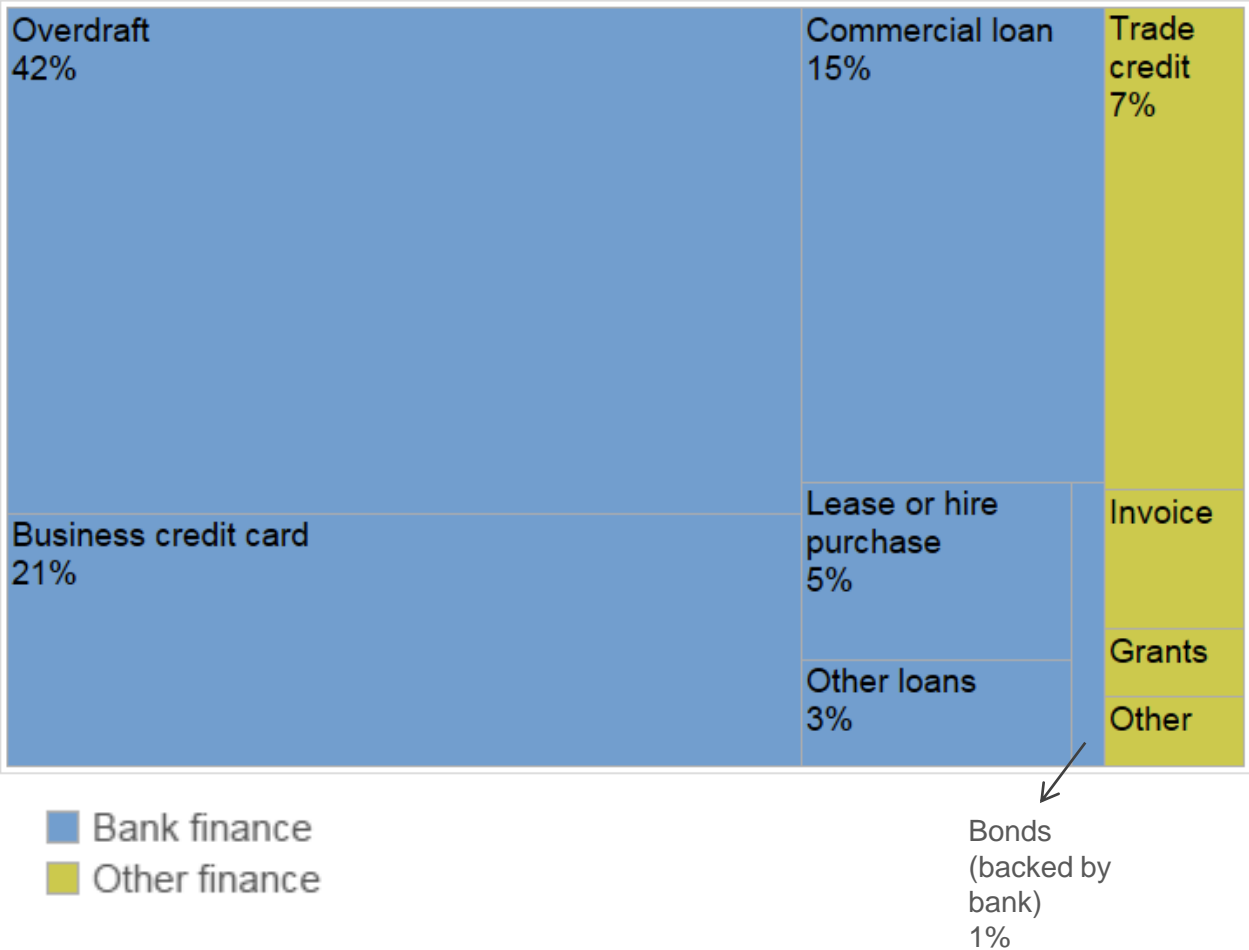
# Access to finance

- External finance in place
- Late payments
- Attitude towards investment



# External finance in place for businesses

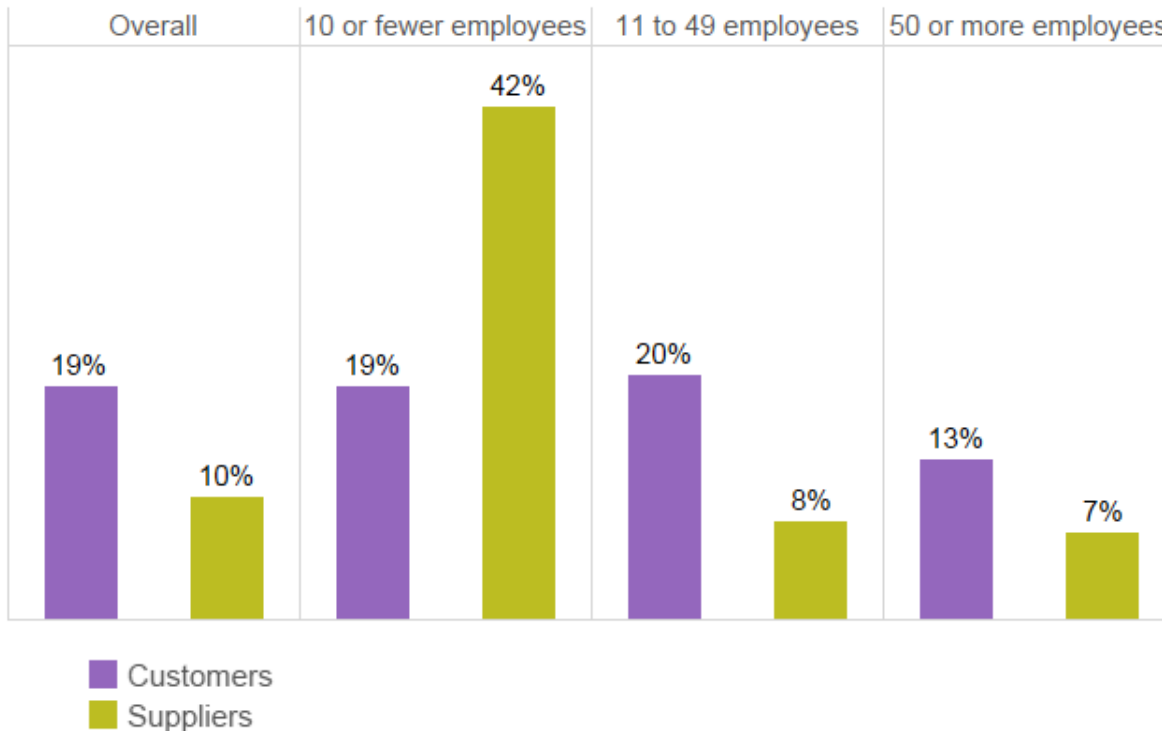
Do you have any of the following finance in place? (% firms)



- ❑ Continued lack of diversity in the use of finance.
- ❑ Firms are more inclined to choose short-term bank finance (particularly overdrafts)
- ❑ Larger firms tend to use more term loans and more non-bank finance

# Businesses and late payments

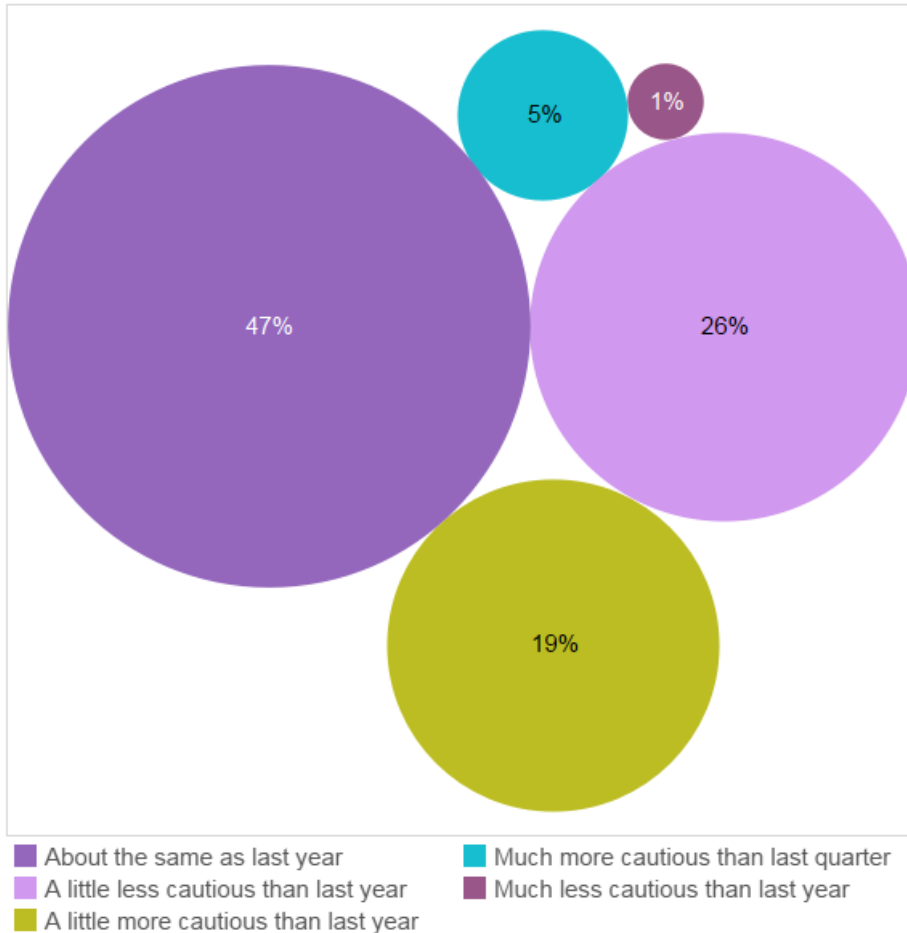
*% of firms with increased payment terms from customers and to suppliers*



*“Length of payment terms continuing to increase for all businesses”*

# Attitude towards investment

Compared to this time last year, how would you rate the outlook of your business in relation to undertaking investment (% firms)



*“Businesses split 50/50 between more and less cautious about investment”*

# Conclusions...

Broad-based recovery across sectors, firm sizes and location

Small domestically focused businesses now enjoying recovery

The recovery is now being reflected in the number of firms increasing employment

Businesses optimistic about the year ahead...

But they remain prudent and generally cautious about investment intentions

# InterTradeIreland Business Monitor

InterTraderelands 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: SMEs and innovation**