

# Business Monitor

## Q4 2015

## Summary Results



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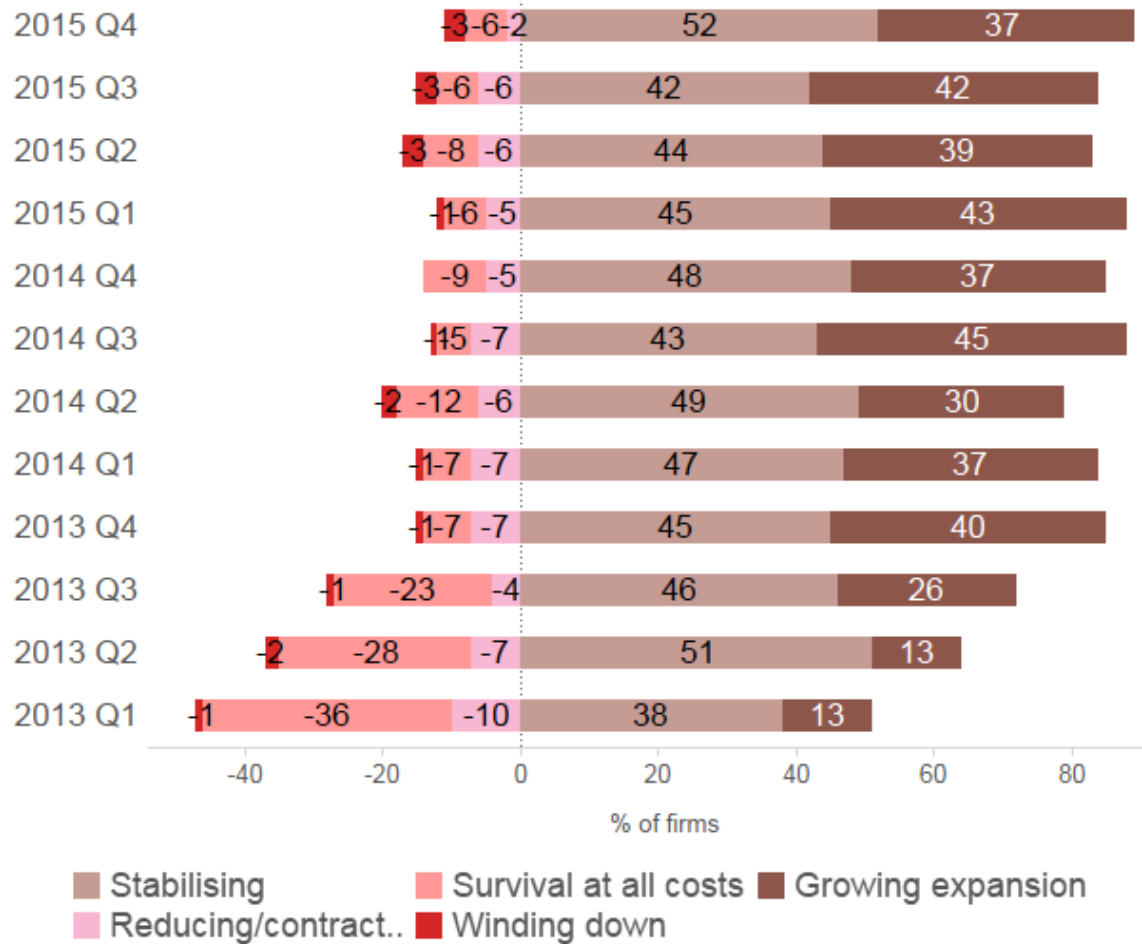
[intertradeireland.com](http://intertradeireland.com)

*Largest all-island business survey*

*“Recovery remains on track with almost 9 out of 10 firms either stable or growing but a slowing momentum behind growth...”*

## Business position

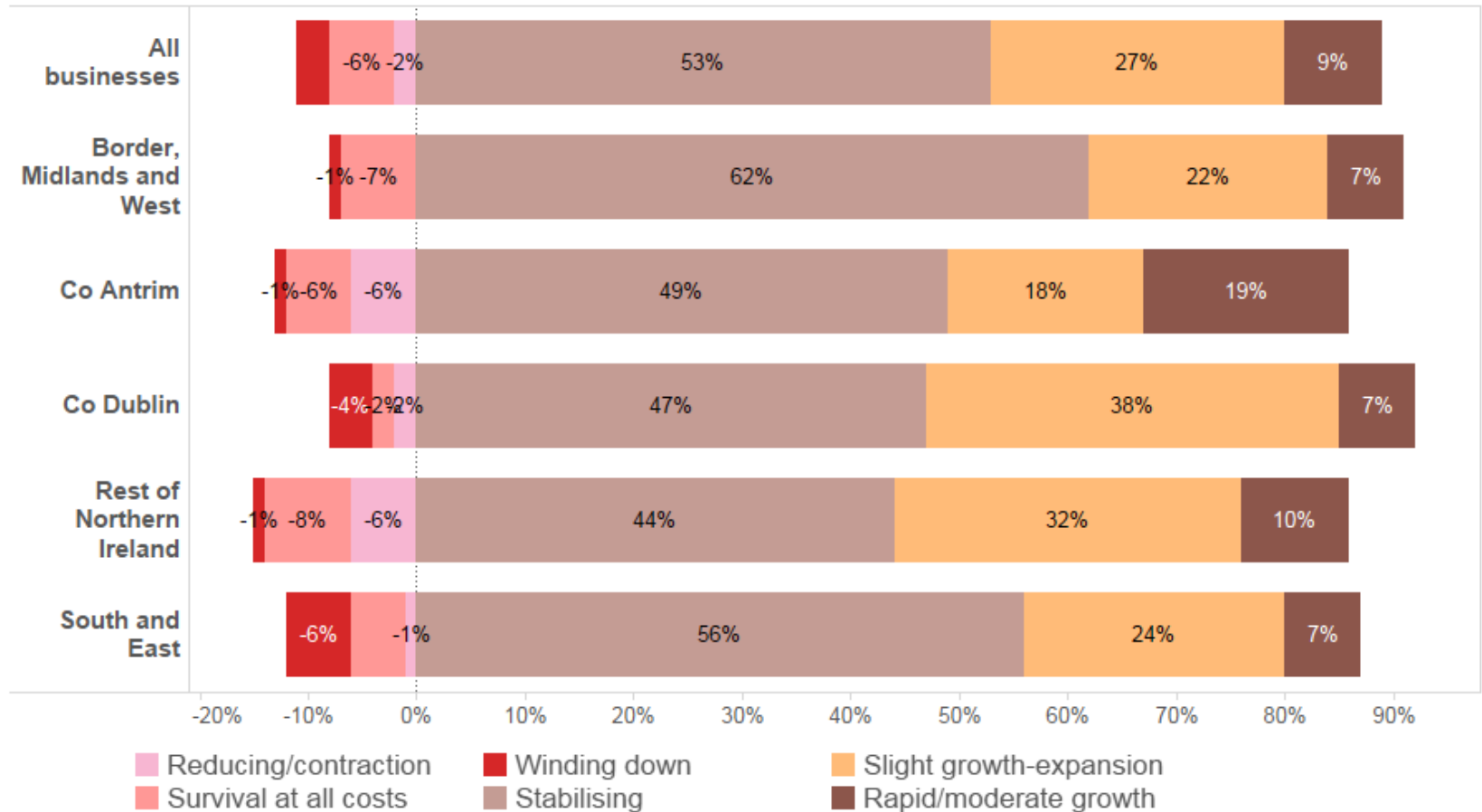
Which of the following best describes the current position of your business?



“with some regional differences and Dublin a strong engine of growth...”

## Business position

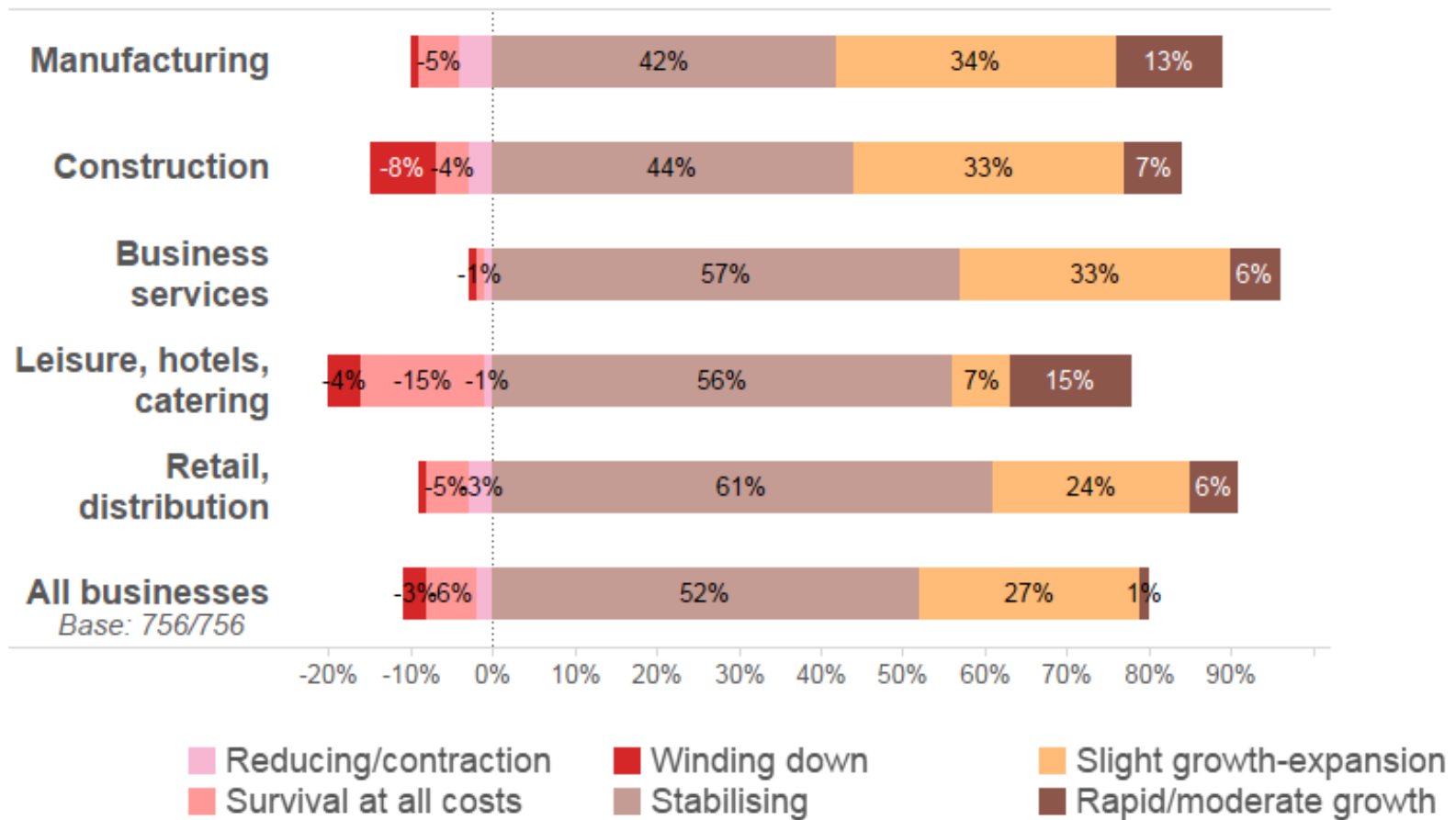
Which of the following best describes the current position of your business?



“...with a consistent performance across most sectors with the exception of the hospitality sector...”

## Business position

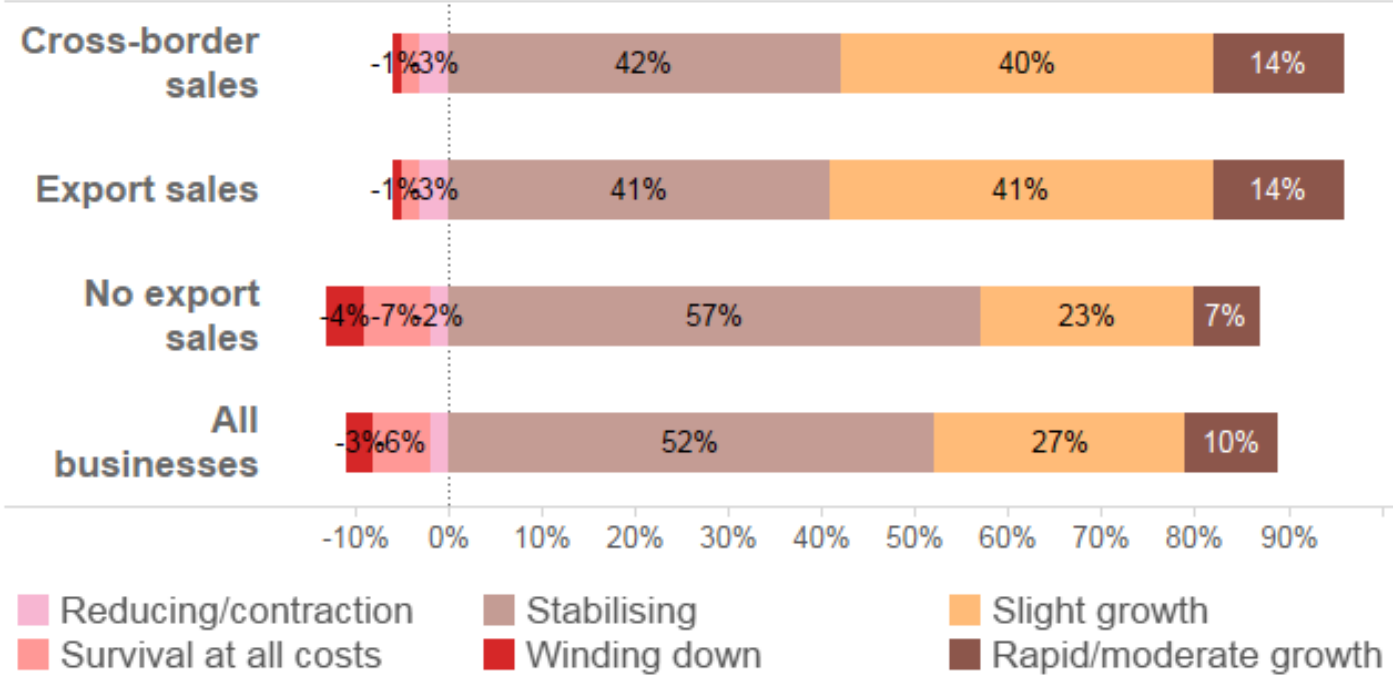
Which of the following best describes the current position of your business?



“...and exporters and cross-border traders much more likely to be growing...”

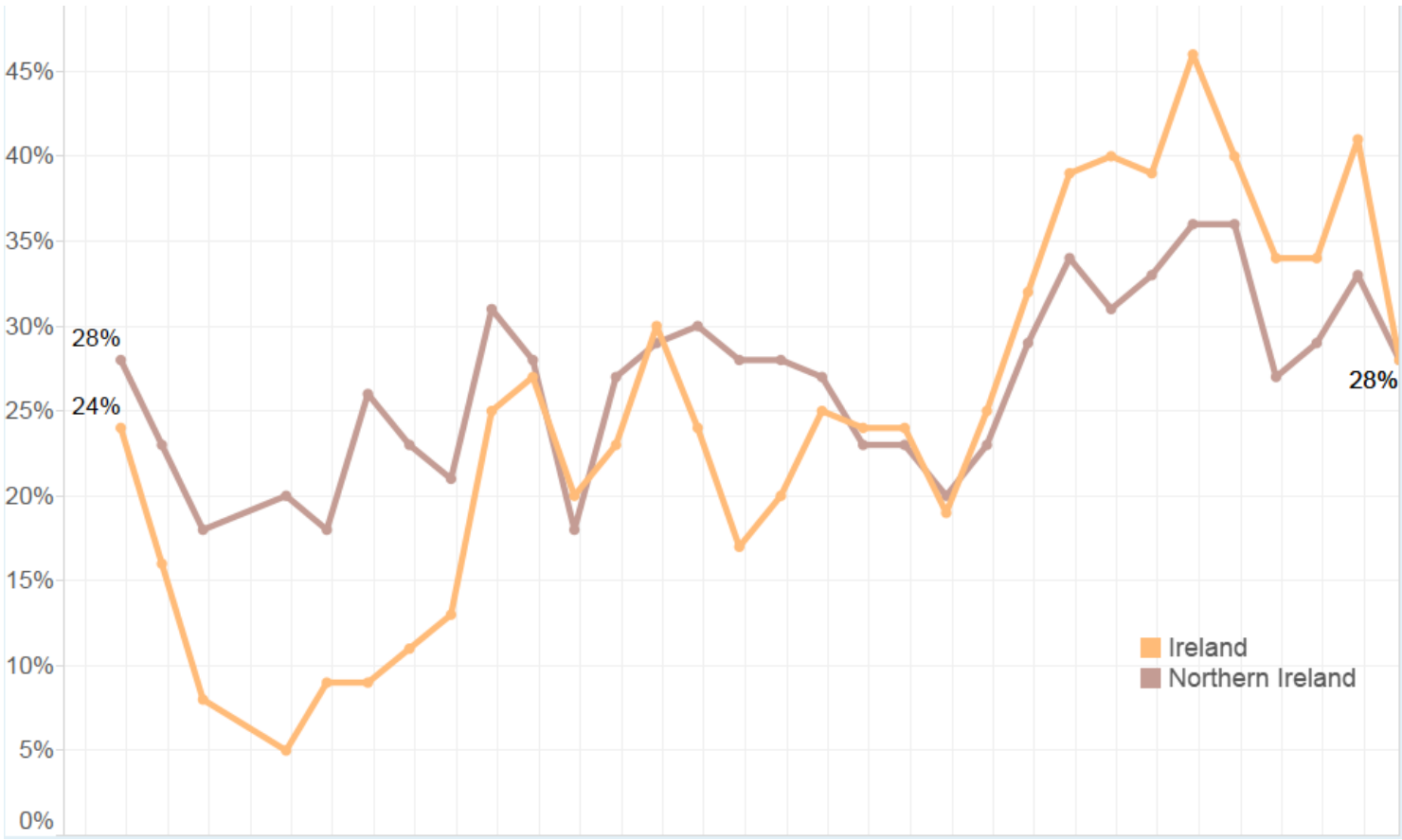
## Business position

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



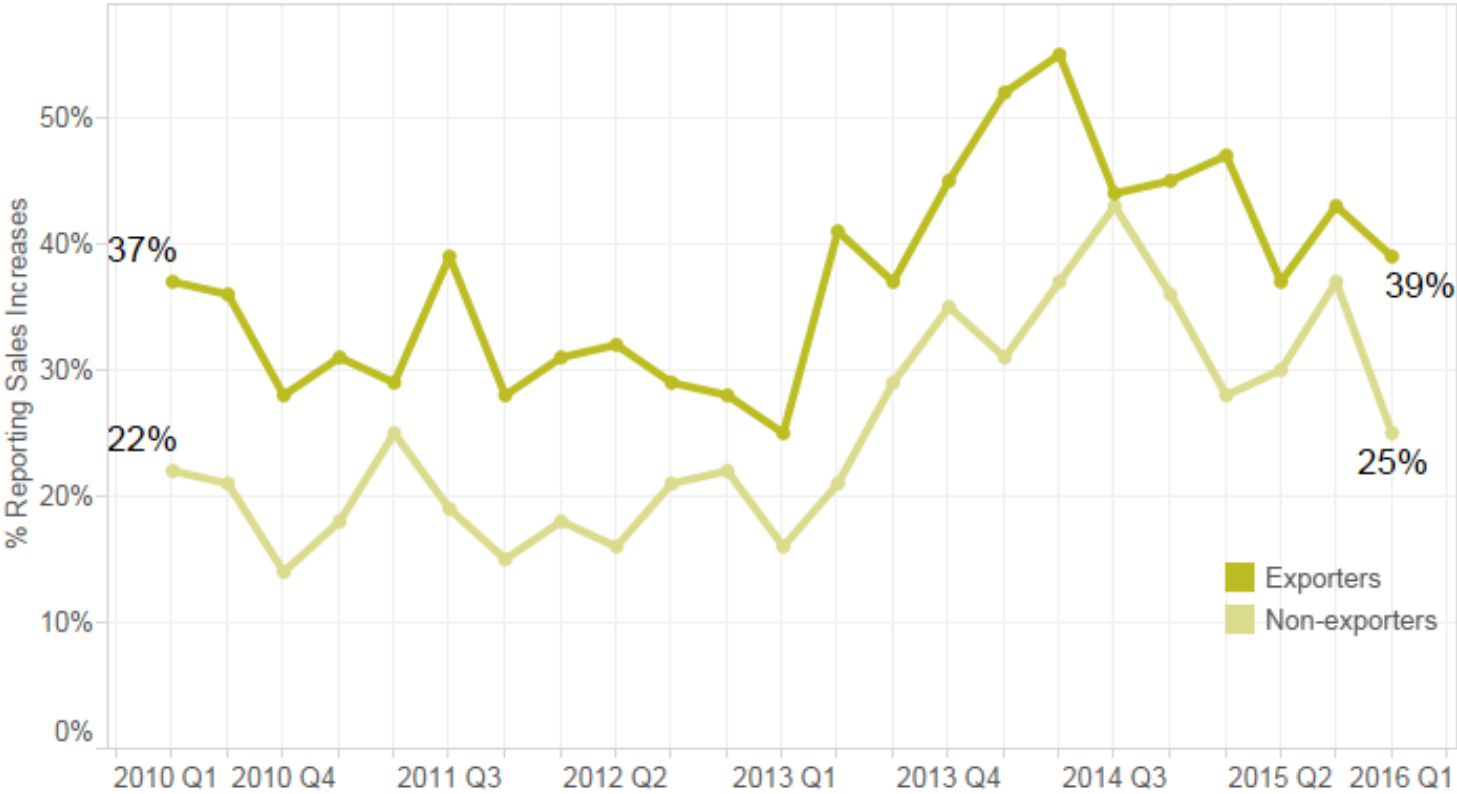
“...A fall this quarter in the numbers of firms across the island who increased their sales...”

### Businesses increasing sales in past quarter



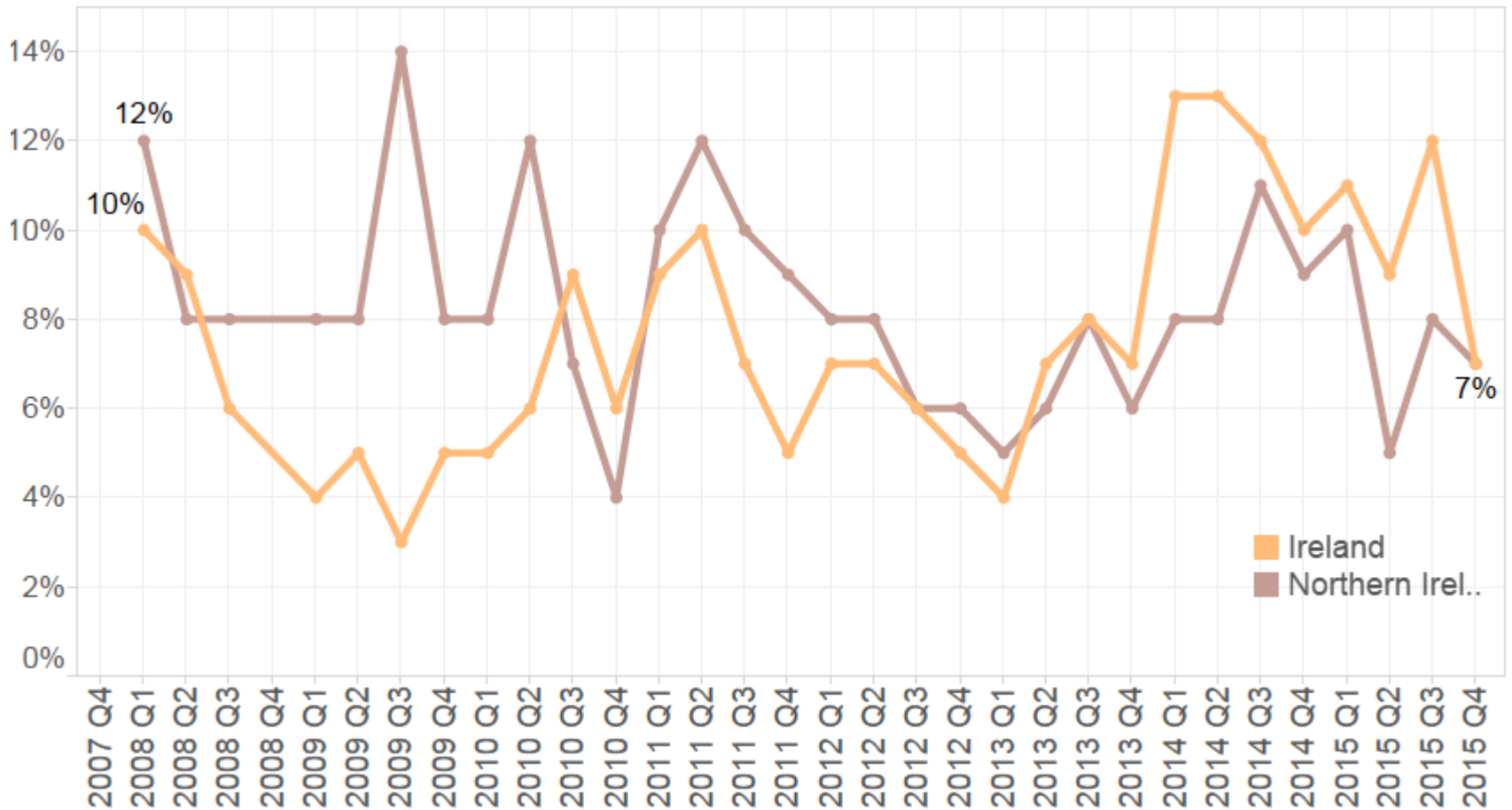
*“Despite less businesses reporting increasing sales exporters continuing to do better than those firms reliant on the domestic market...”*

### Businesses increasing sales: exporters vs non-exporters



“...and a dip also in the number of businesses increasing employment...”

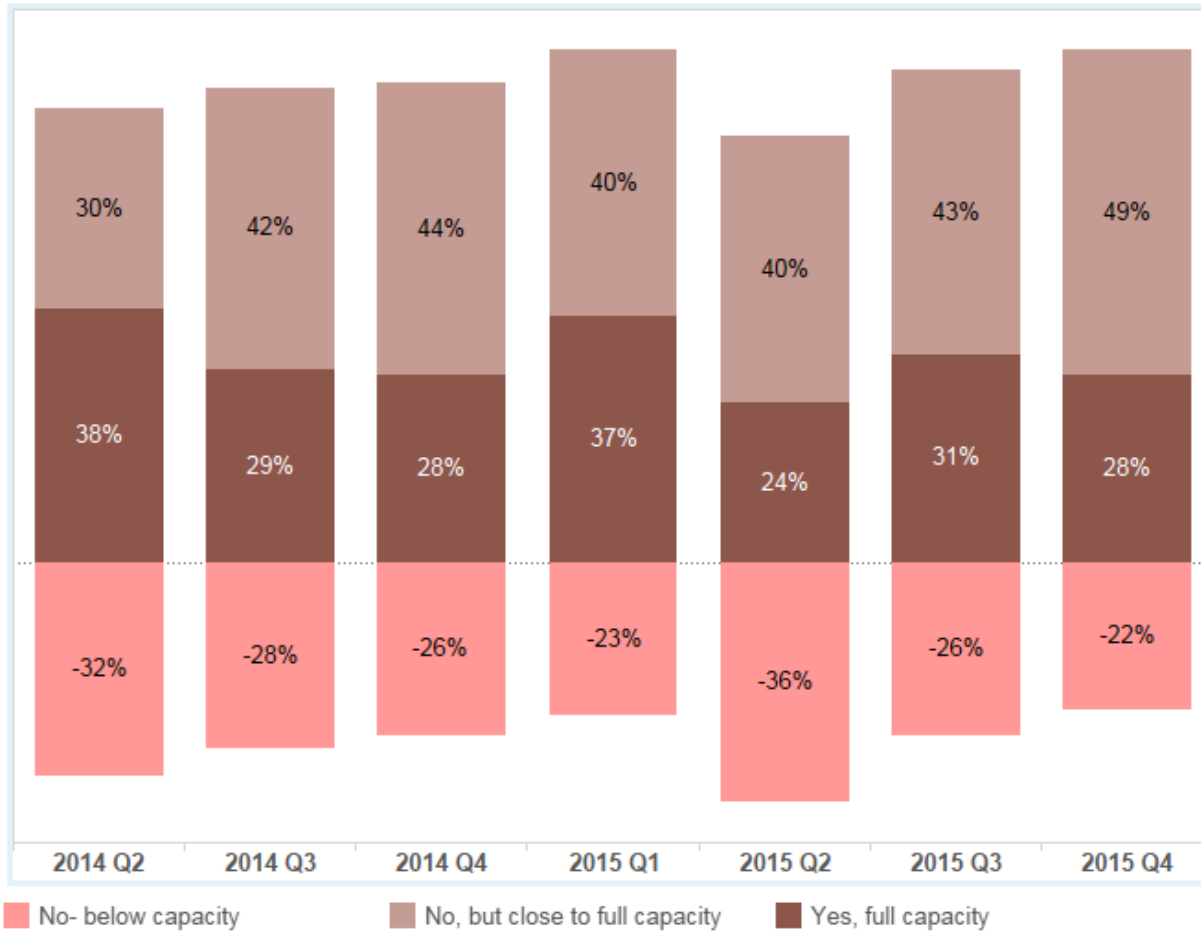
## Businesses increasing employment in past quarter





*“Businesses are running ‘lean’ with most at or close to full capacity...”*

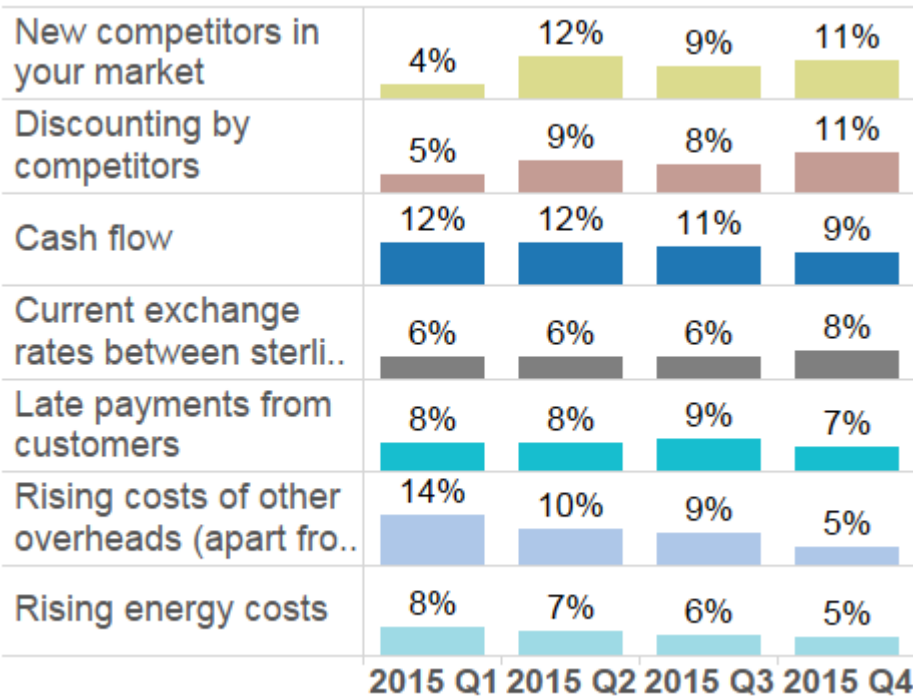
## Are businesses operating at capacity?



“...and issues for business now largely arising from competitive pressures.”

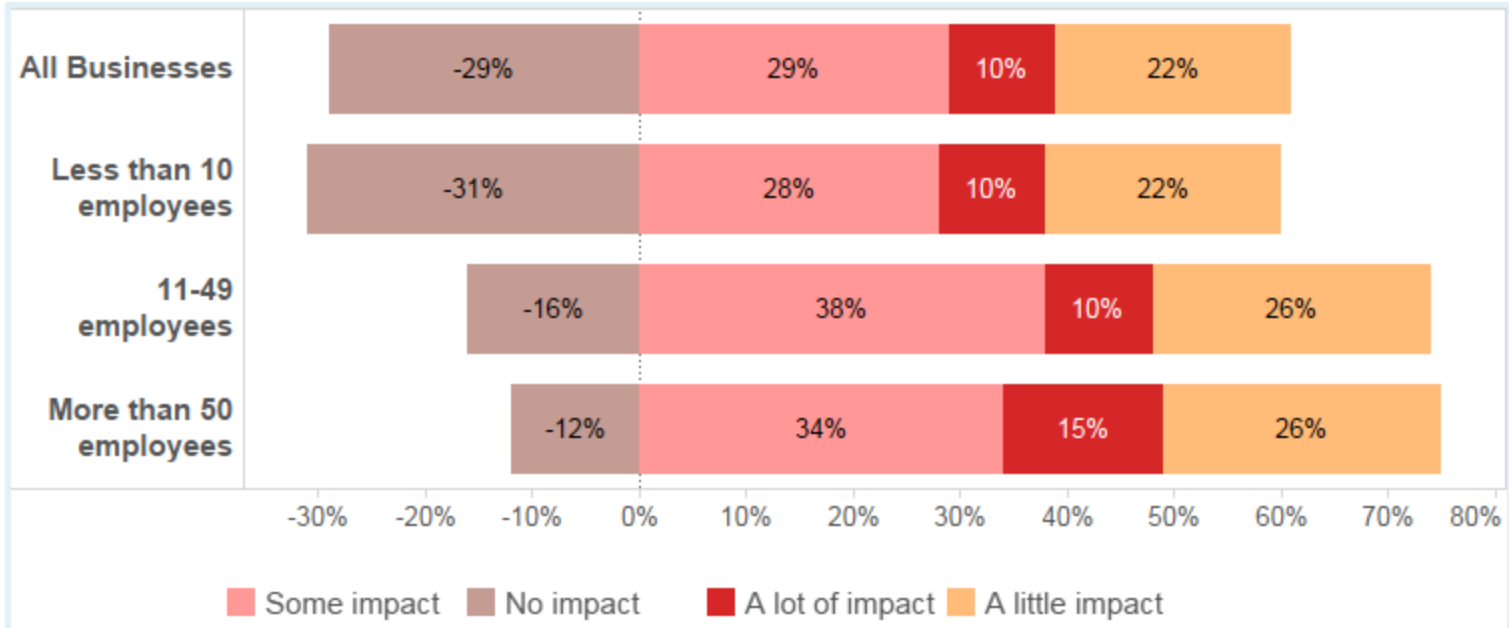
## Key challenges for businesses

- ❑ Most of the challenges faced by businesses continue to decline in importance with the exception of those due to pressures from the market
- ❑ New competitors and discounting now a concern for a significant number of firms, putting a downward pressure on prices
- ❑ Cashflow remains a leading issue facing firms
- ❑ Euro/sterling exchange rates continues to grow as an issue, particularly for exporters, larger businesses and manufacturers
- ❑ Energy costs have declined along with oil prices from being the biggest issue to one mainly for larger firms and manufacturers



*“Any rise interest rates will have an impact on most firms, particularly larger ones...”*

If interest rates were to rise what impact would this have on your business?



# Conclusions...

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The recovery is continuing but some questions over the momentum behind growth for many firms...

Dip in number of firms reporting increases last quarter in sales and employment...

The issues facing firms now much more focussed on the normal market pressures: particularly competition...

Firms are now running 'lean' with 77% at or near full capacity..

...Currently little pressure for price rises with falling input costs and strong competition.



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