



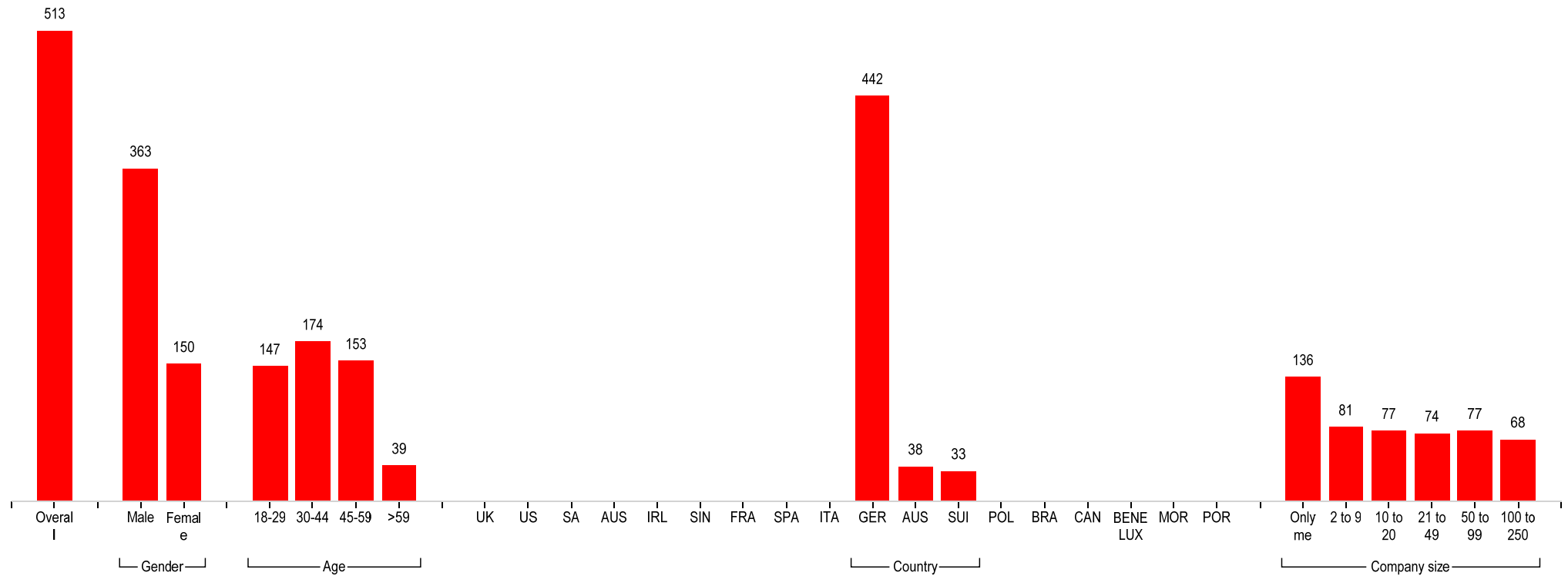
CAPPUCCINO	3 ⁰⁰	4 ⁰⁰	
CORTADO	3 ⁰⁰		
COLD BREW			4 ⁰⁰
STRONG DRIP	2 ⁰⁰	2 ⁰⁰	3 ⁰⁰
AMERICANO	2 ⁰⁰		
• \$4 ⁵⁰ POUR OVER • \$1 ESPRESSO • \$2-\$4 TEA •			

BTE1603 – Sage SME BDM – Ger, Aus, Sui

November 2016



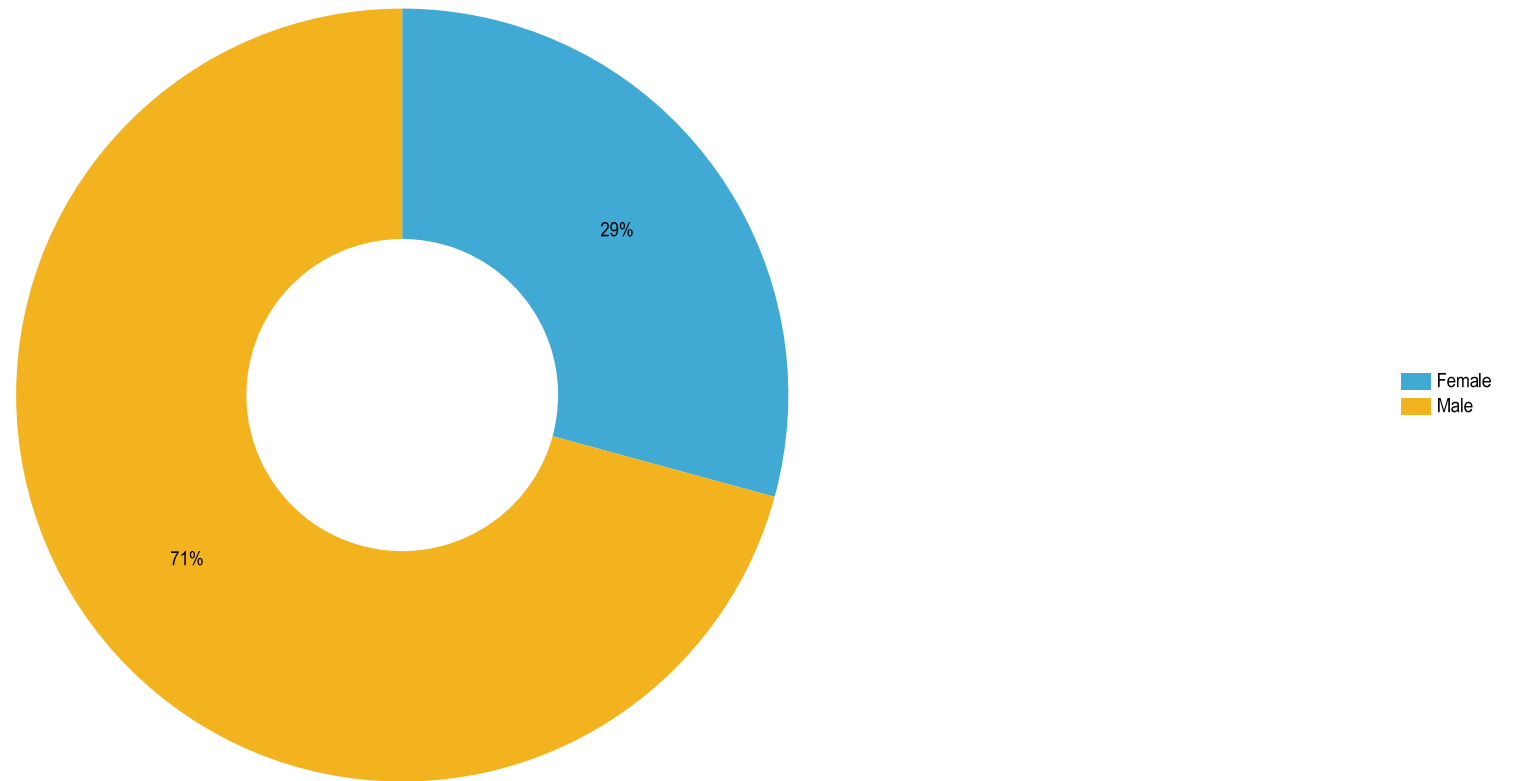
Sample details



(N=513)

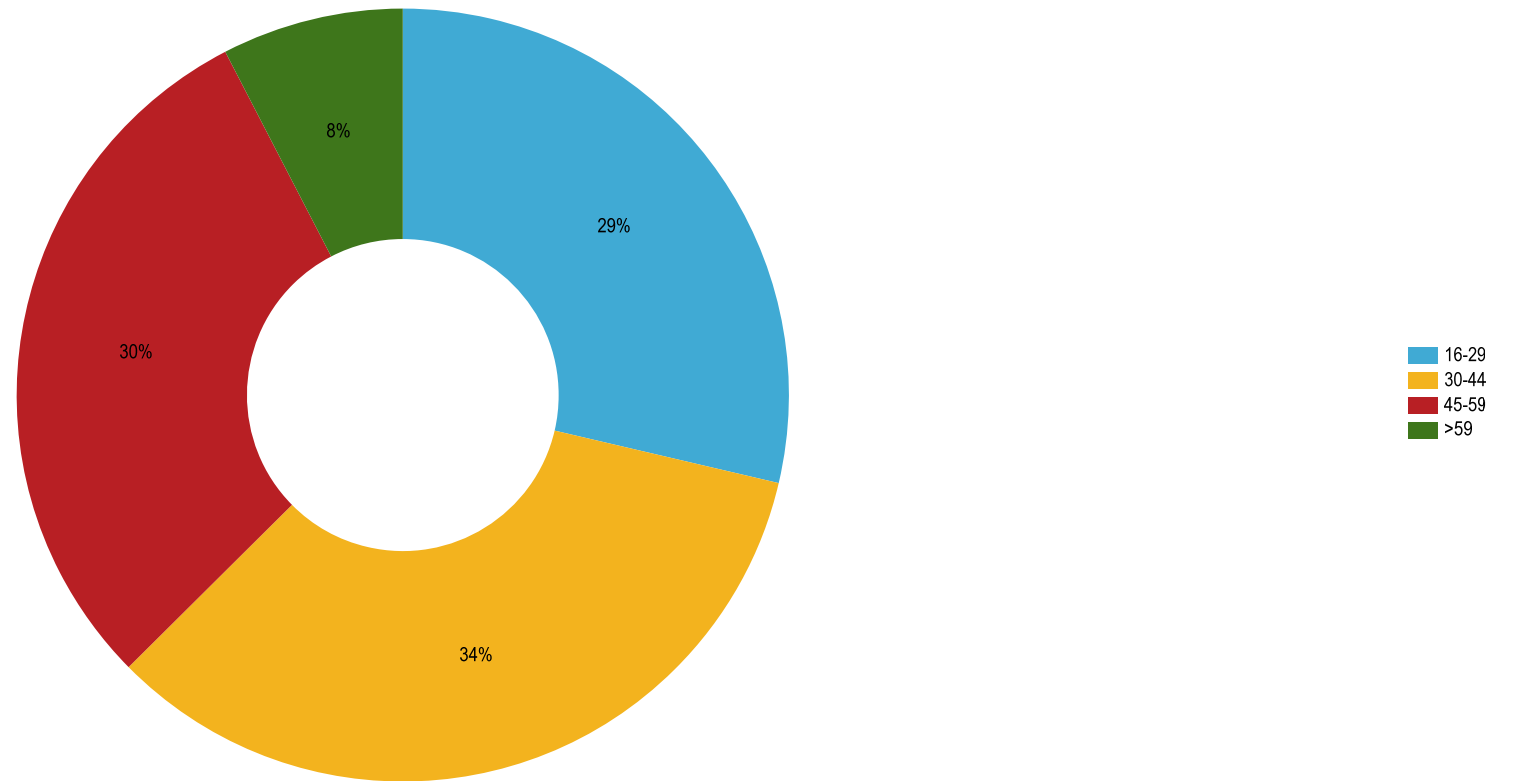
Gender

Are you male or female?



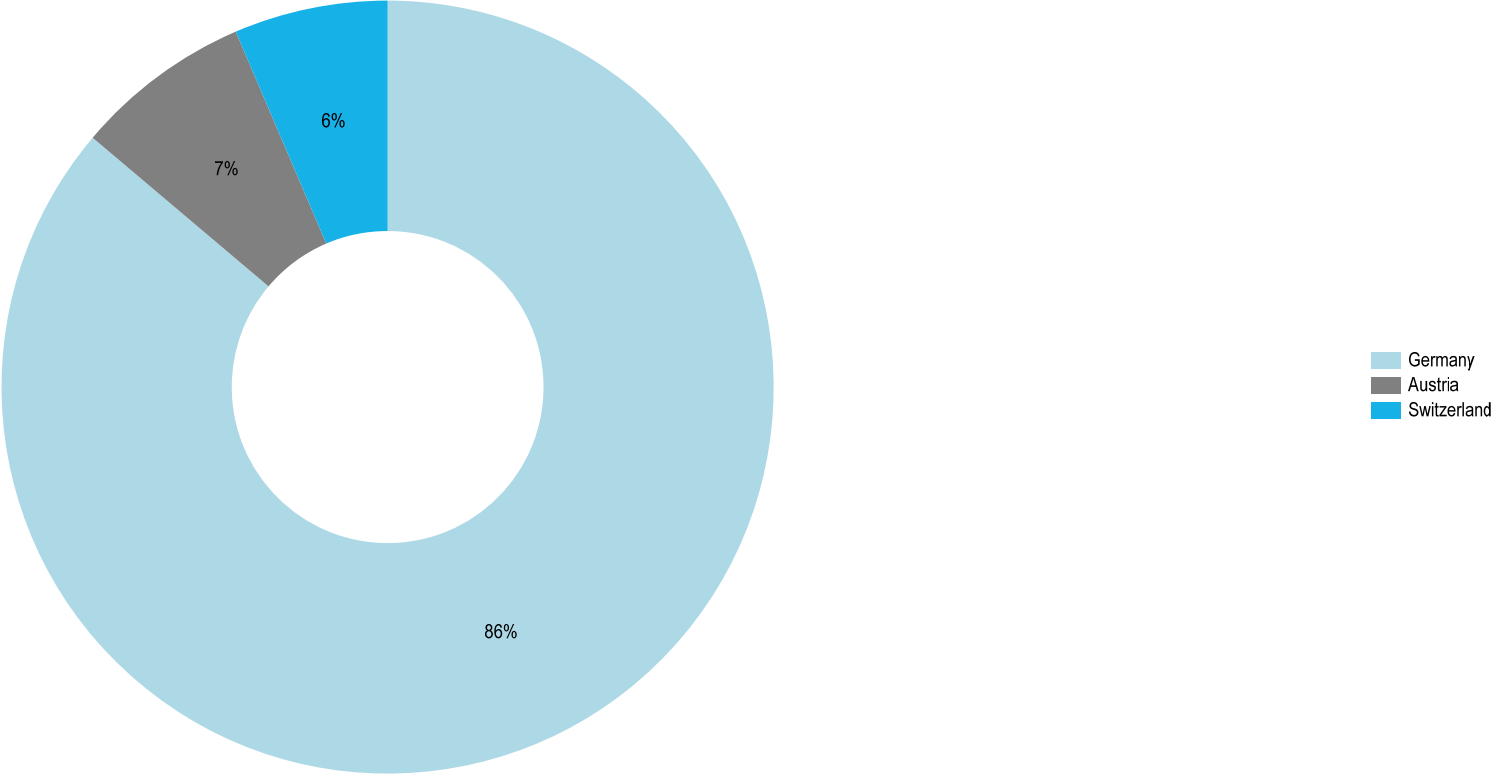
Age

How old are you?



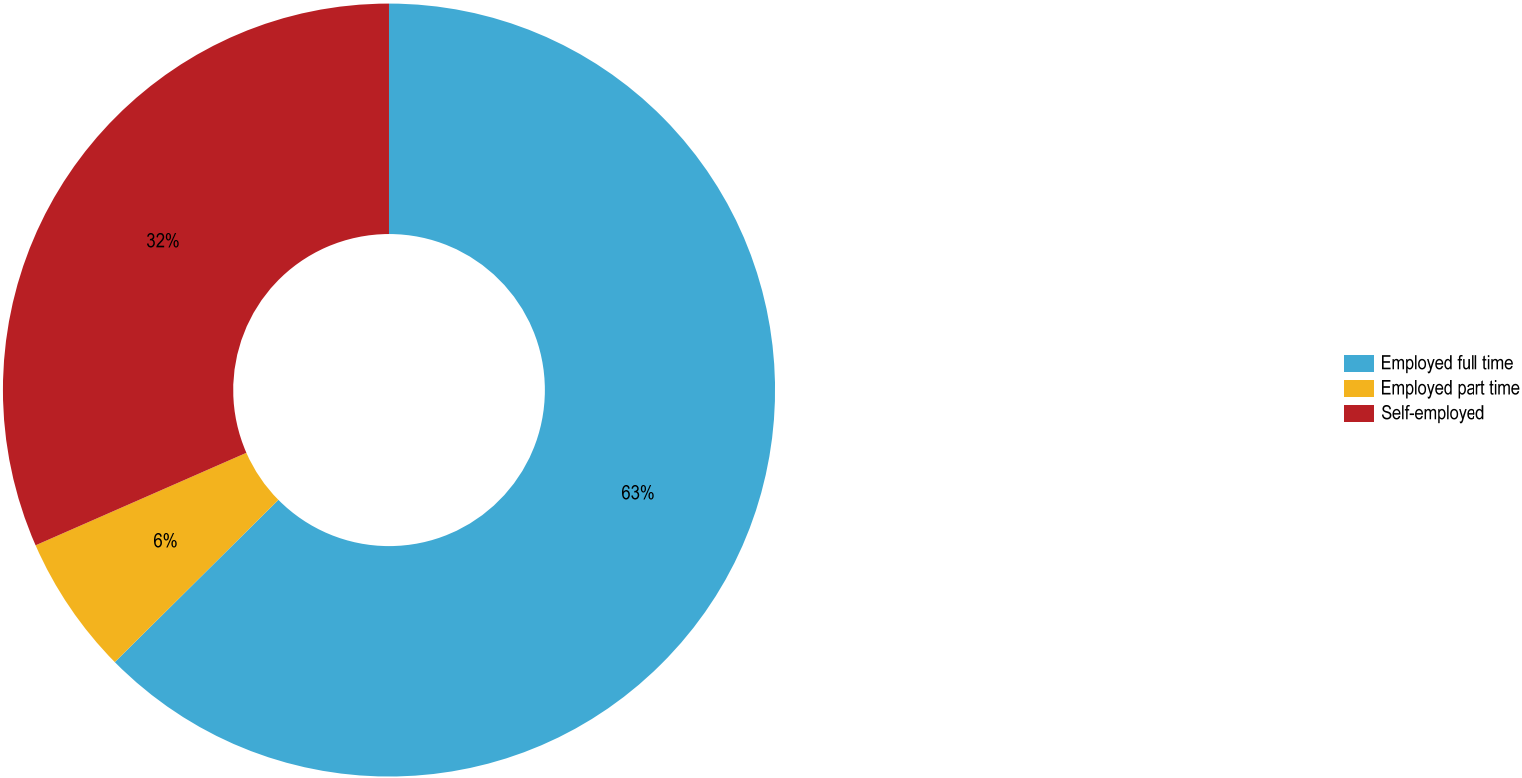
Country

Which of the below countries do you currently reside in?



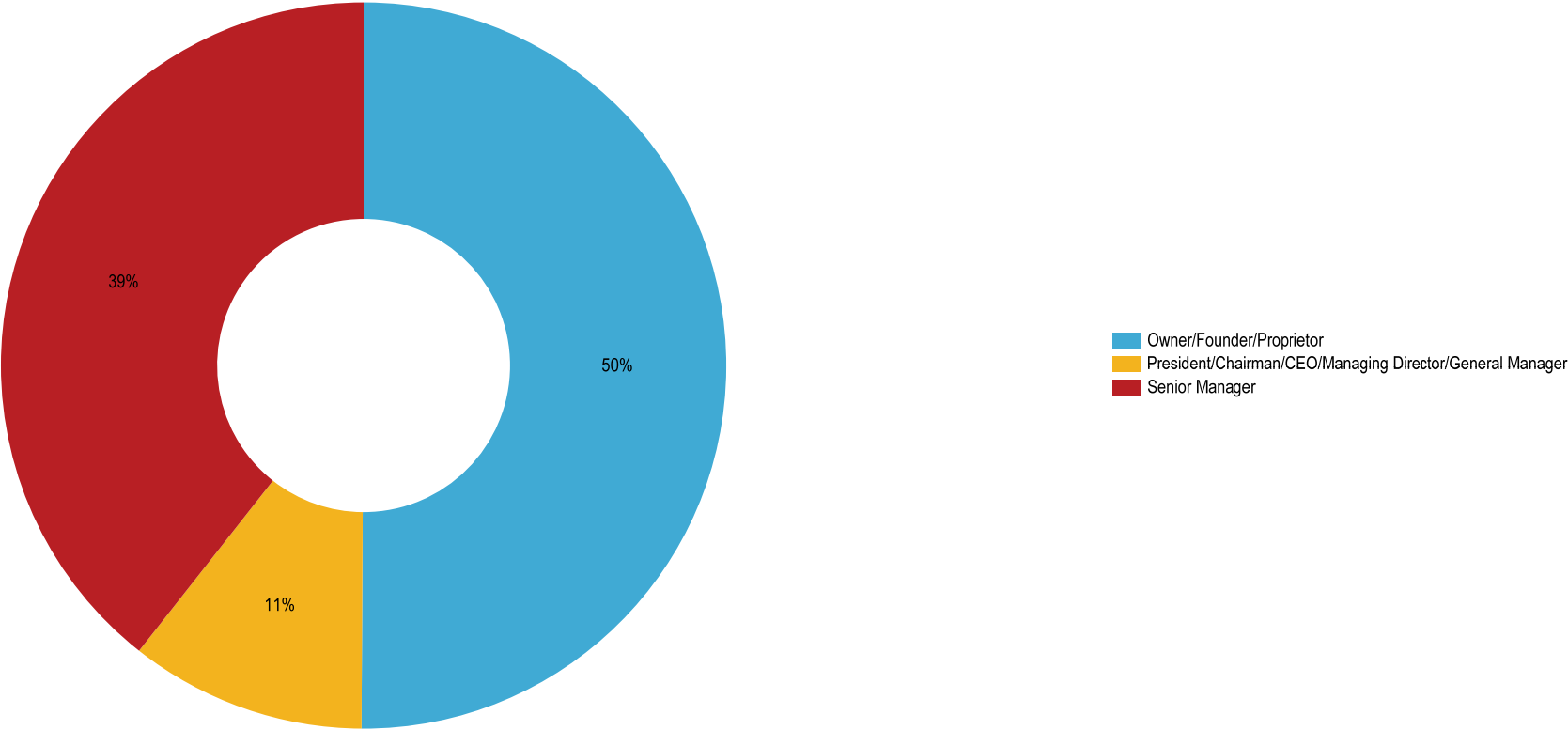
Occupation

Please indicate which one of the following best describes your current occupation?



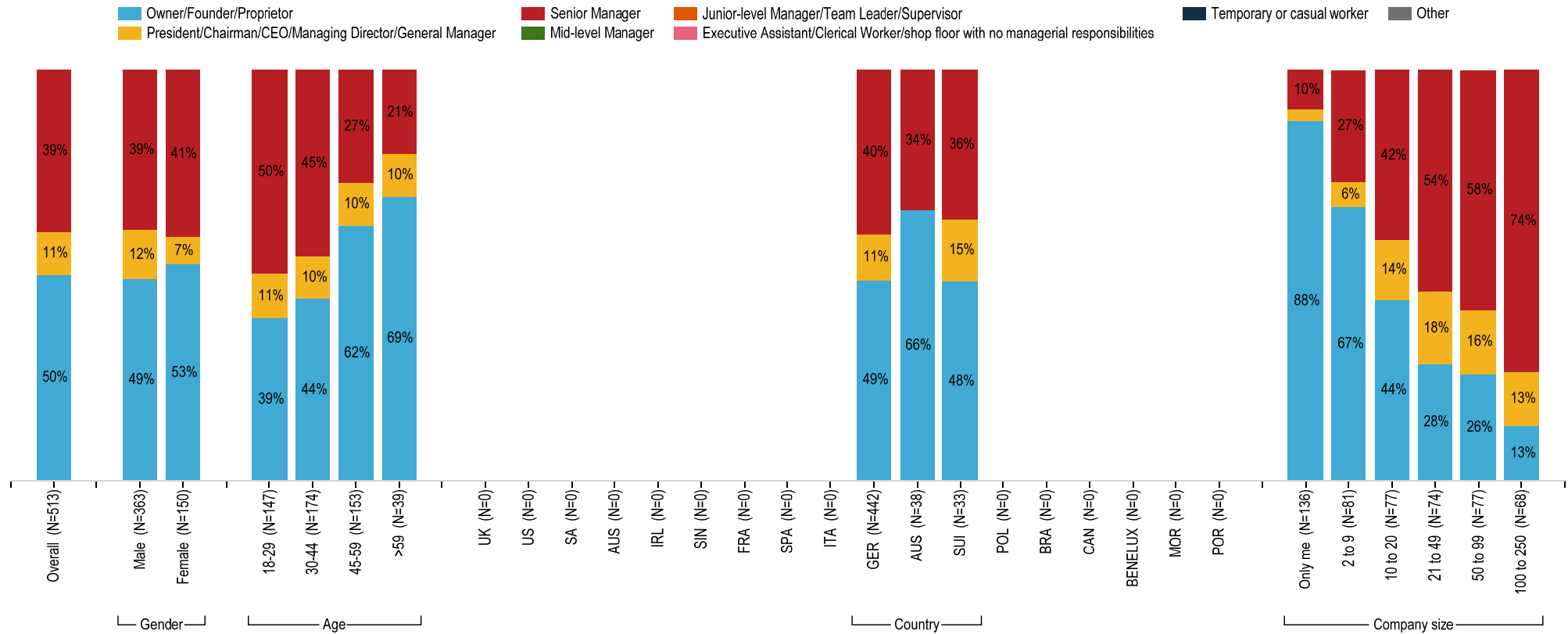
Q1a

Which of the following best describes your position in the company?



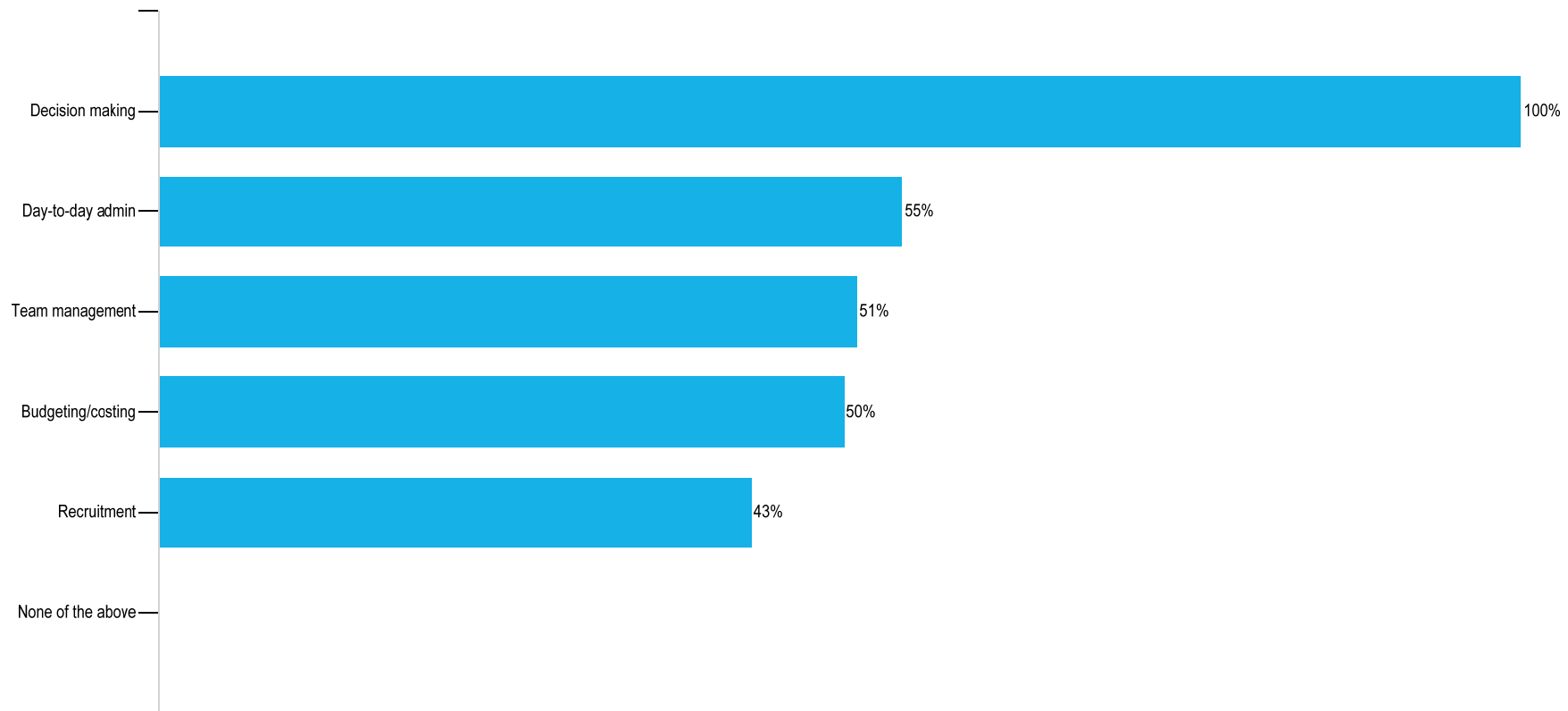
Q1a

Which of the following best describes your position in the company?



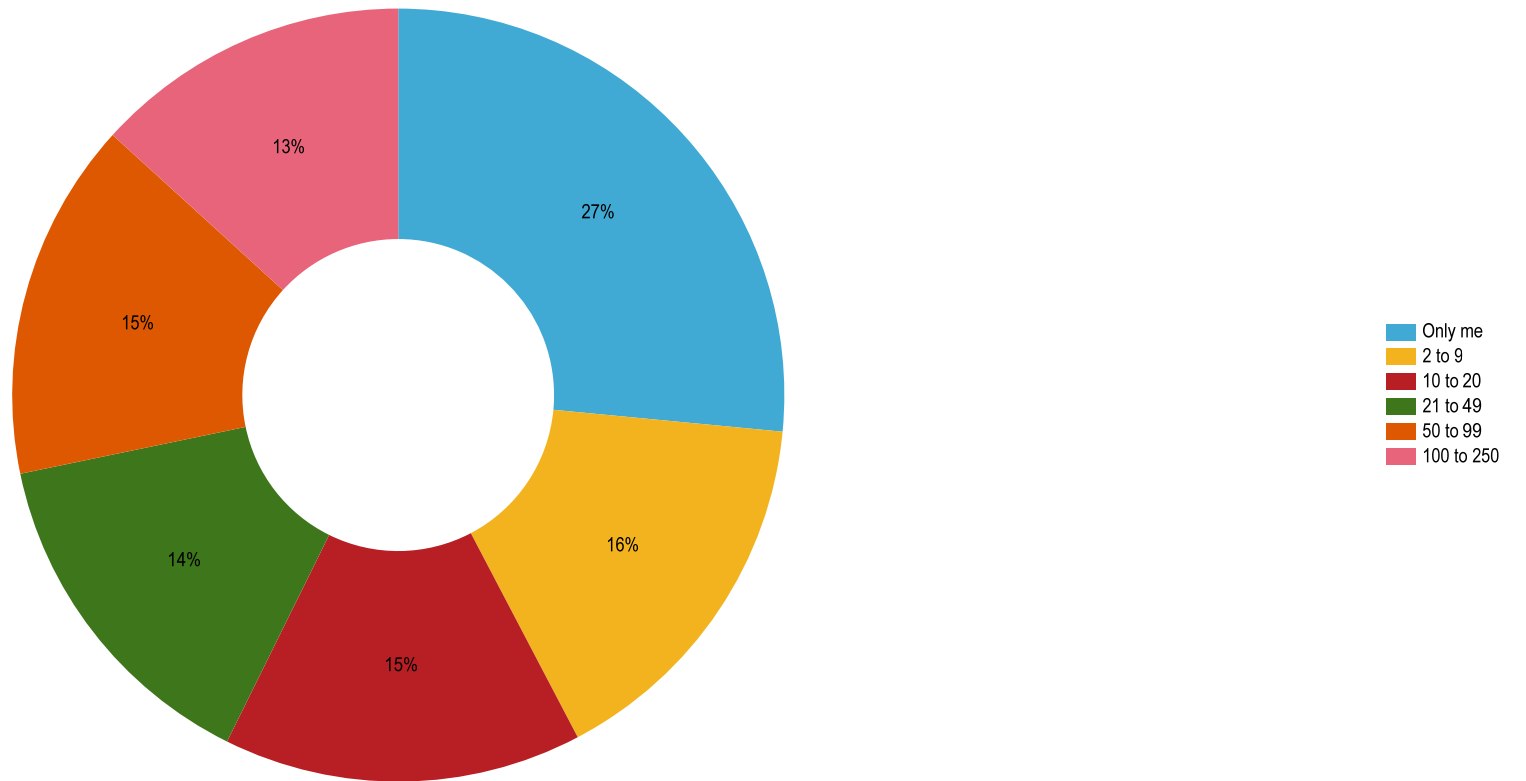
Q1b

Which of the following is included in your job role?



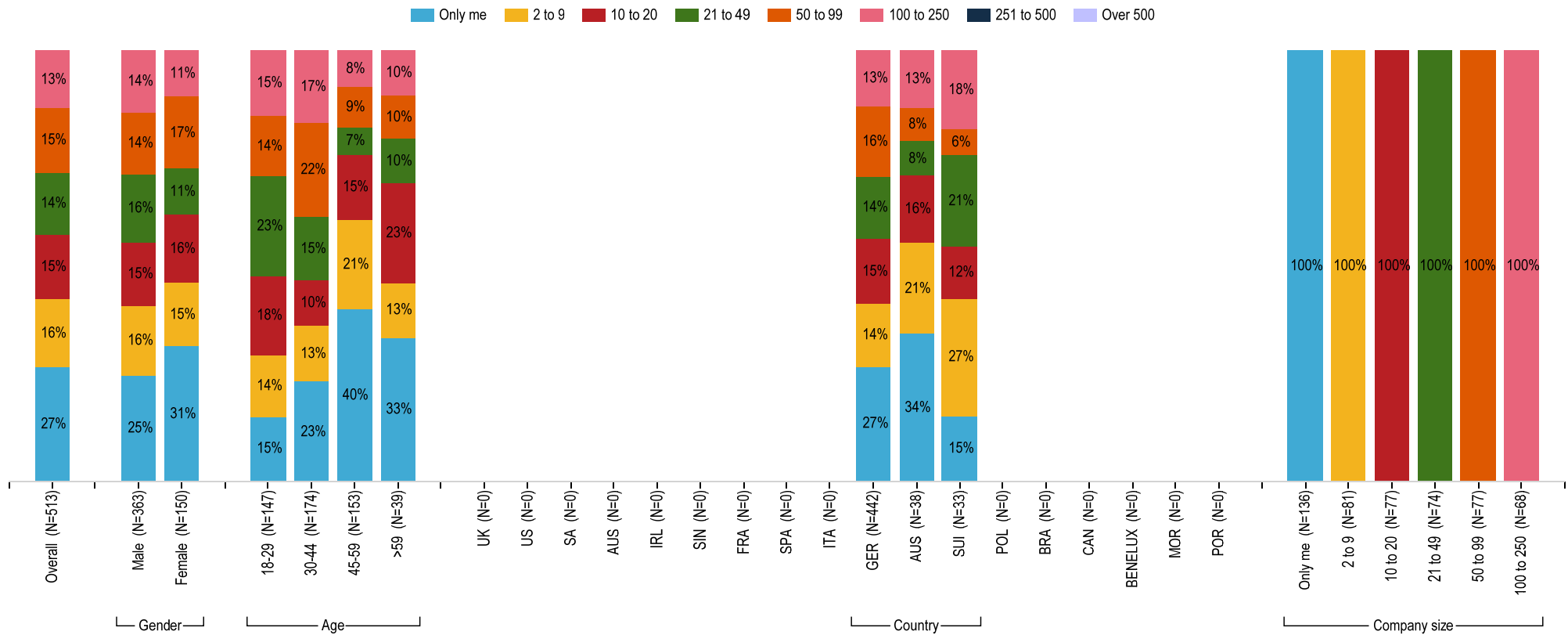
Q2

Including yourself, approximately how many full-time employees are employed by your organisation?



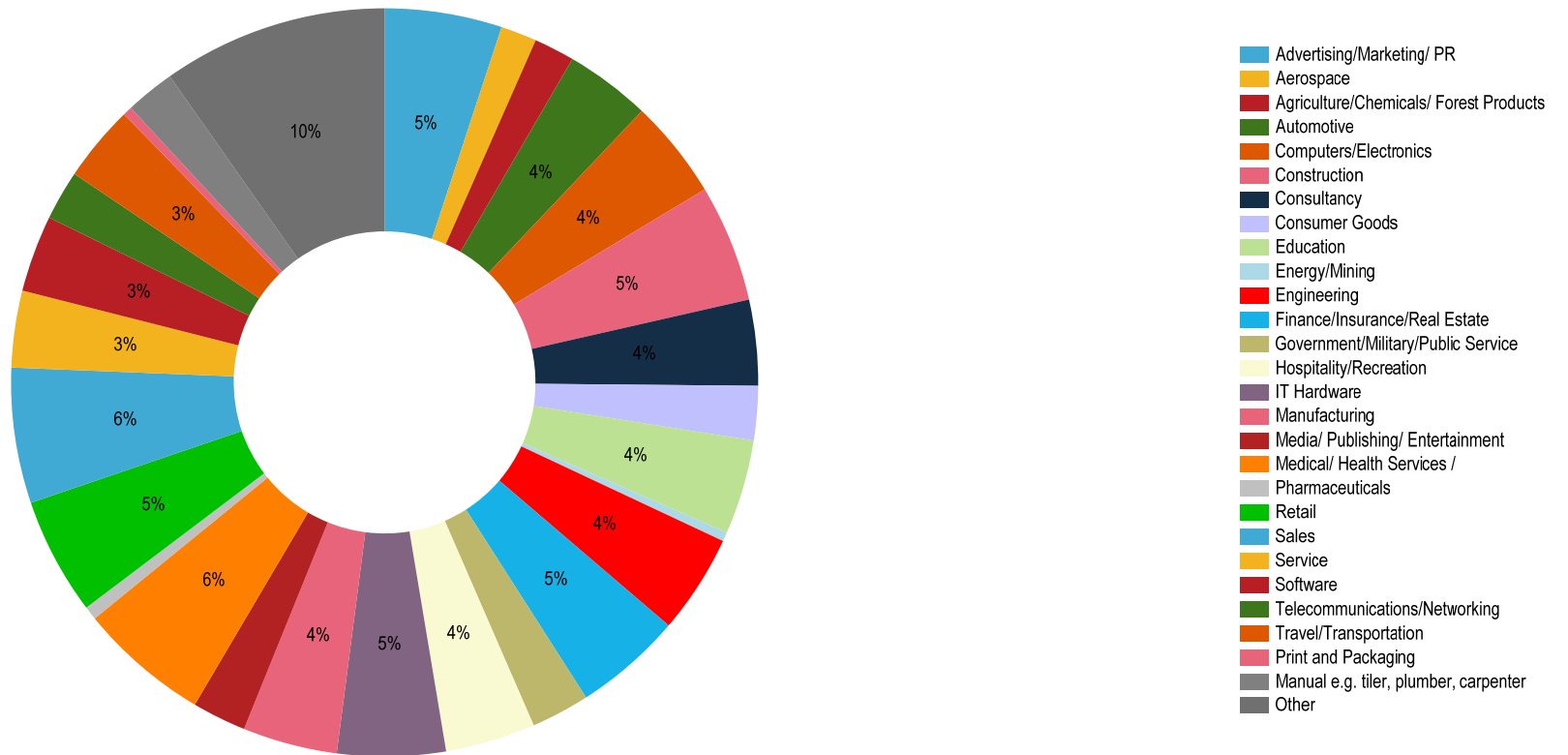
Q2

Including yourself, approximately how many full-time employees are employed by your organisation?



Q3

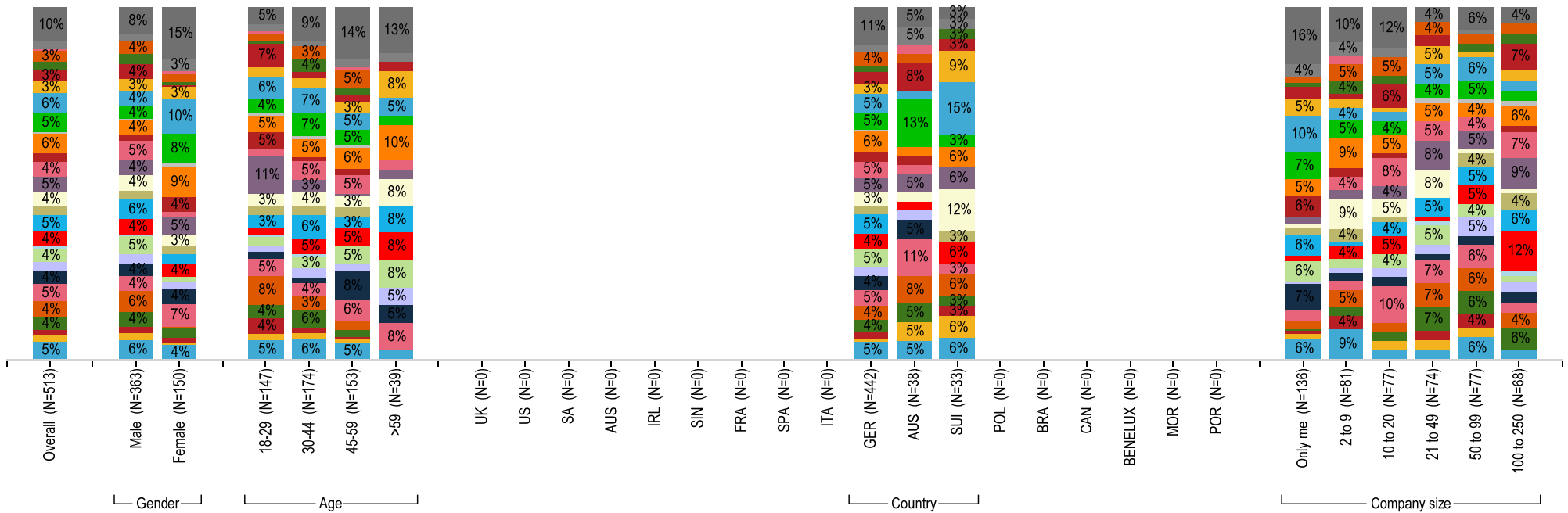
What industry does your organisation operate in?



Q3

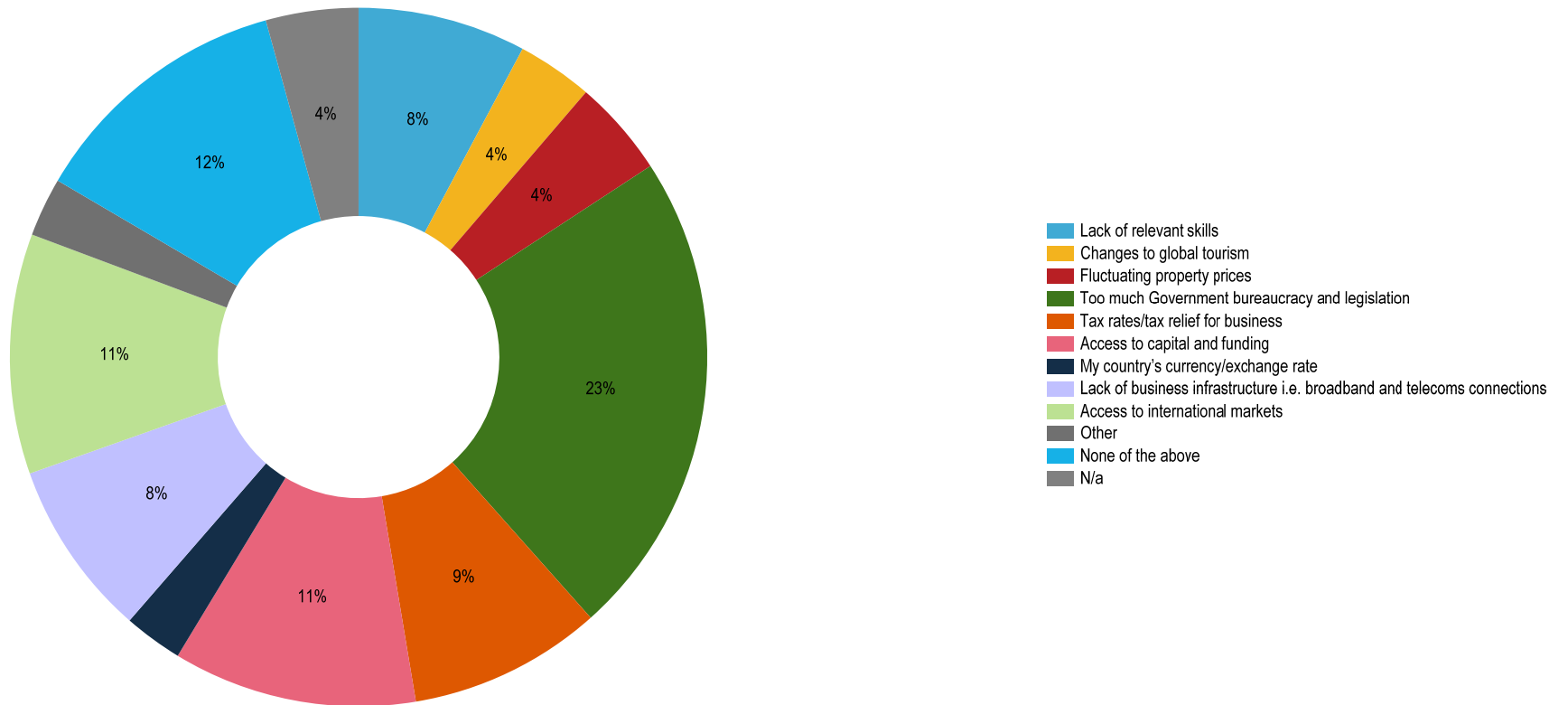
What industry does your organisation operate in?

- Advertising/Marketing/ PR
- Computers/Electronics
- Education
- Government/Military/Public Service
- Media/ Publishing/ Entertainment
- Sales
- Aerospace
- Construction
- Energy/Mining
- Hospitality/Recreation
- Medical/ Health Services /
- Service
- Agriculture/Chemicals/ Forest Products
- Consultancy
- Engineering
- IT Hardware
- Pharmaceuticals
- Software
- Automotive
- Consumer Goods
- Finance/Insurance/Real Estate
- Manufacturing
- Retail



Q4

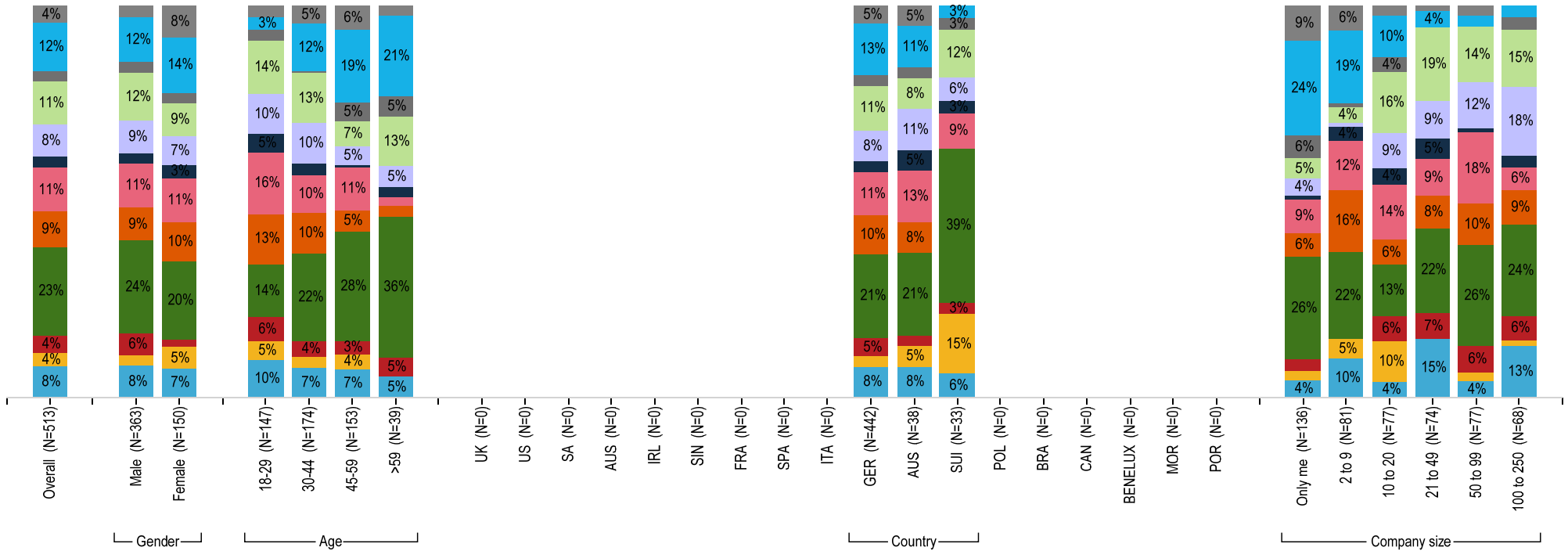
Which of the following, if any, do you think will create the biggest challenge for your business in 2017?



Q4

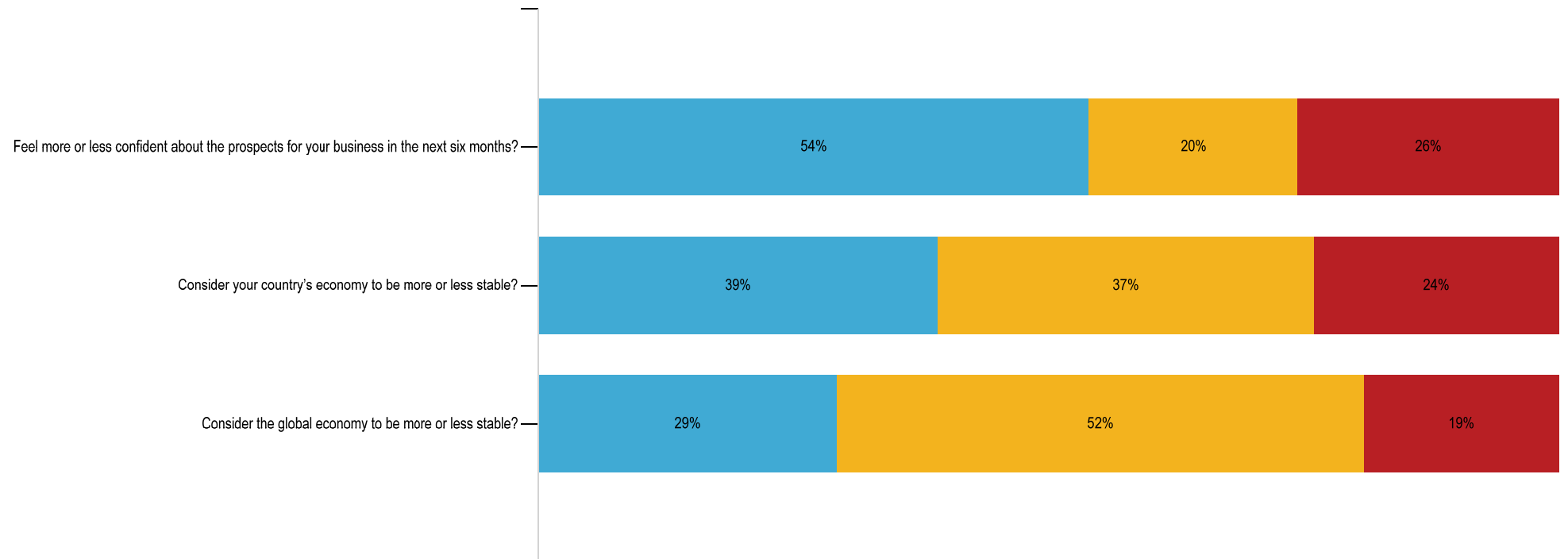
Which of the following, if any, do you think will create the biggest challenge for your business in 2017?

- Lack of relevant skills
- Changes to global tourism
- Fluctuating property prices
- Too much Government bureaucracy and legislation
- Tax rates/tax relief for business
- My country's currency/exchange rate
- Access to capital and funding
- Lack of business infrastructure i.e. broadband and telecoms connections
- Other
- N/a
- Access to international markets
- None of the above

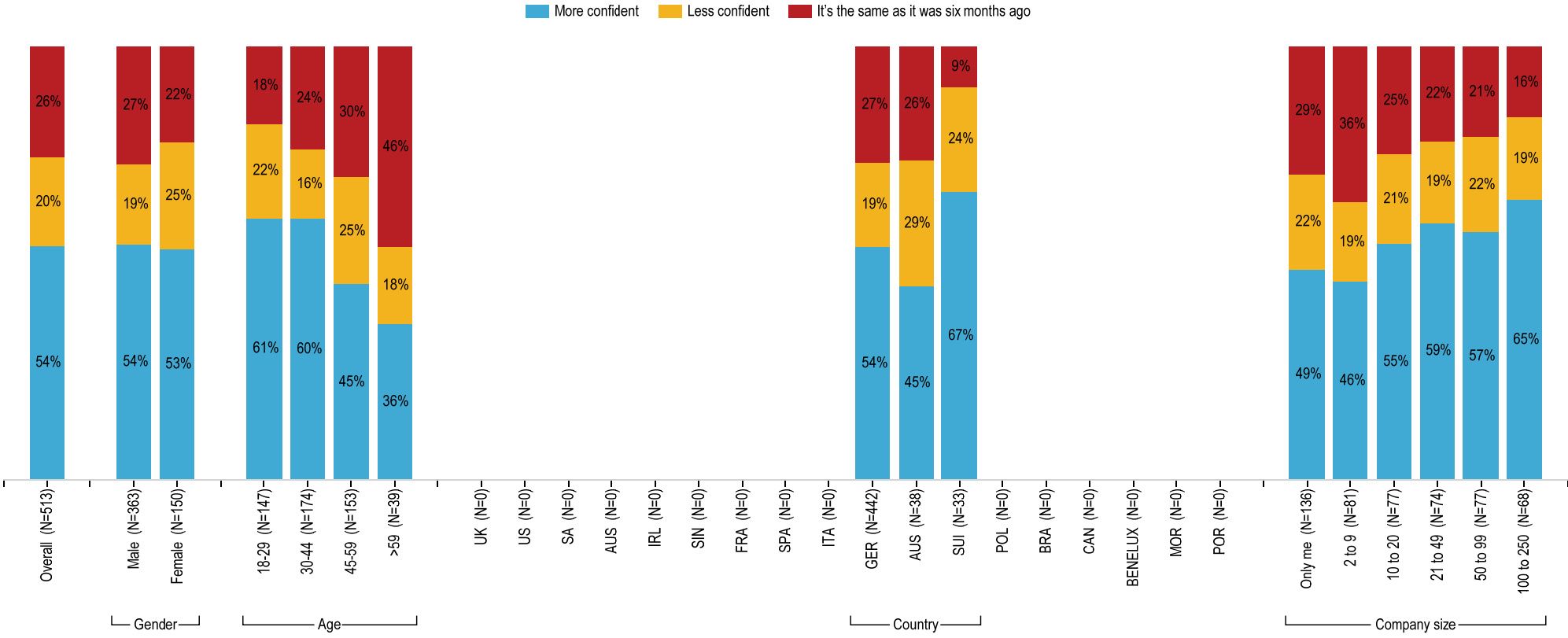


Q5

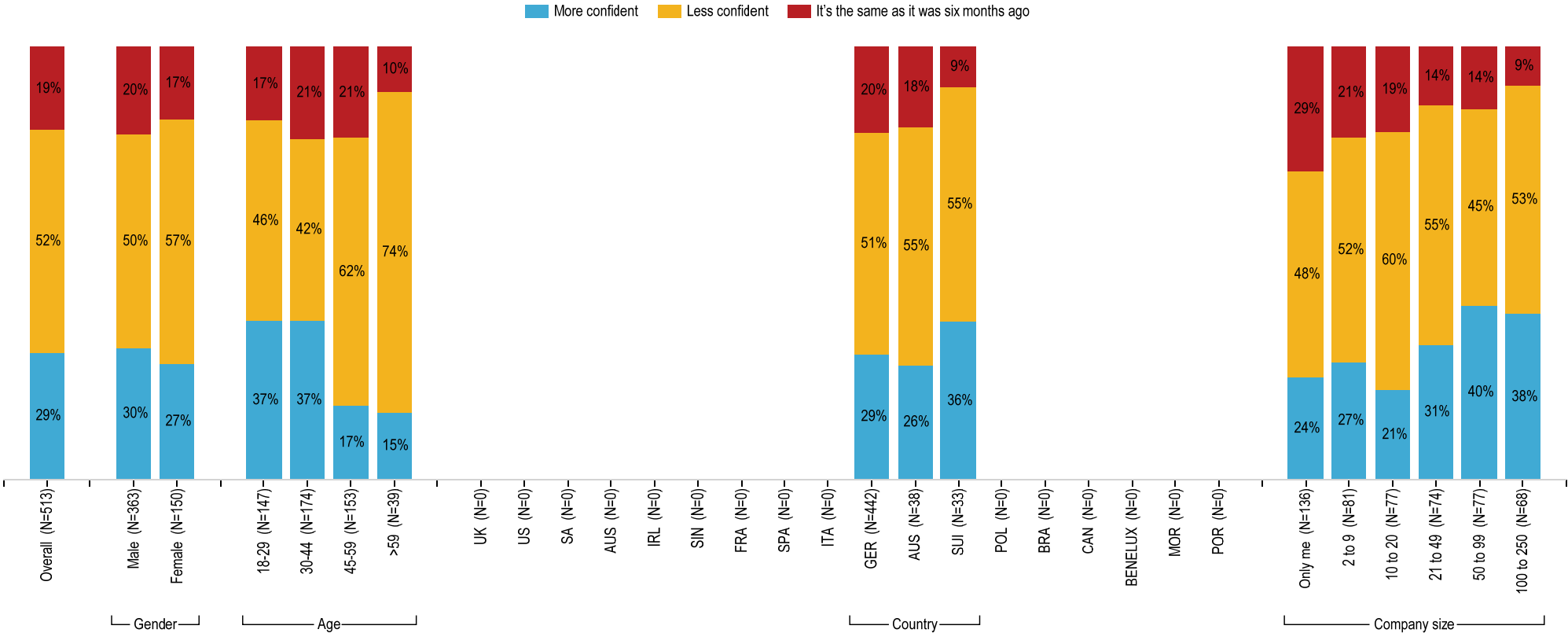
More confident Less confident It's the same as it was six months ago



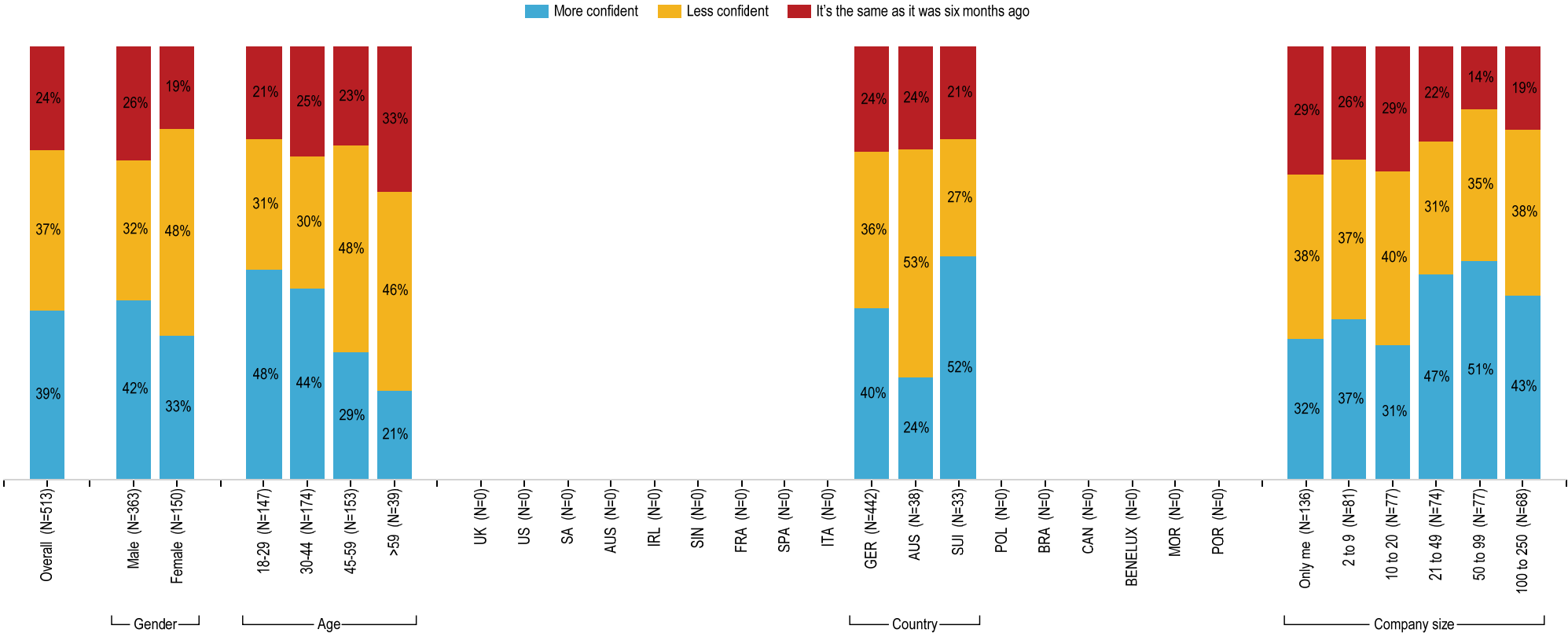
Q5: Feel more or less confident about the prospects for your business in the next six months?



Q5: Consider the global economy to be more or less stable?

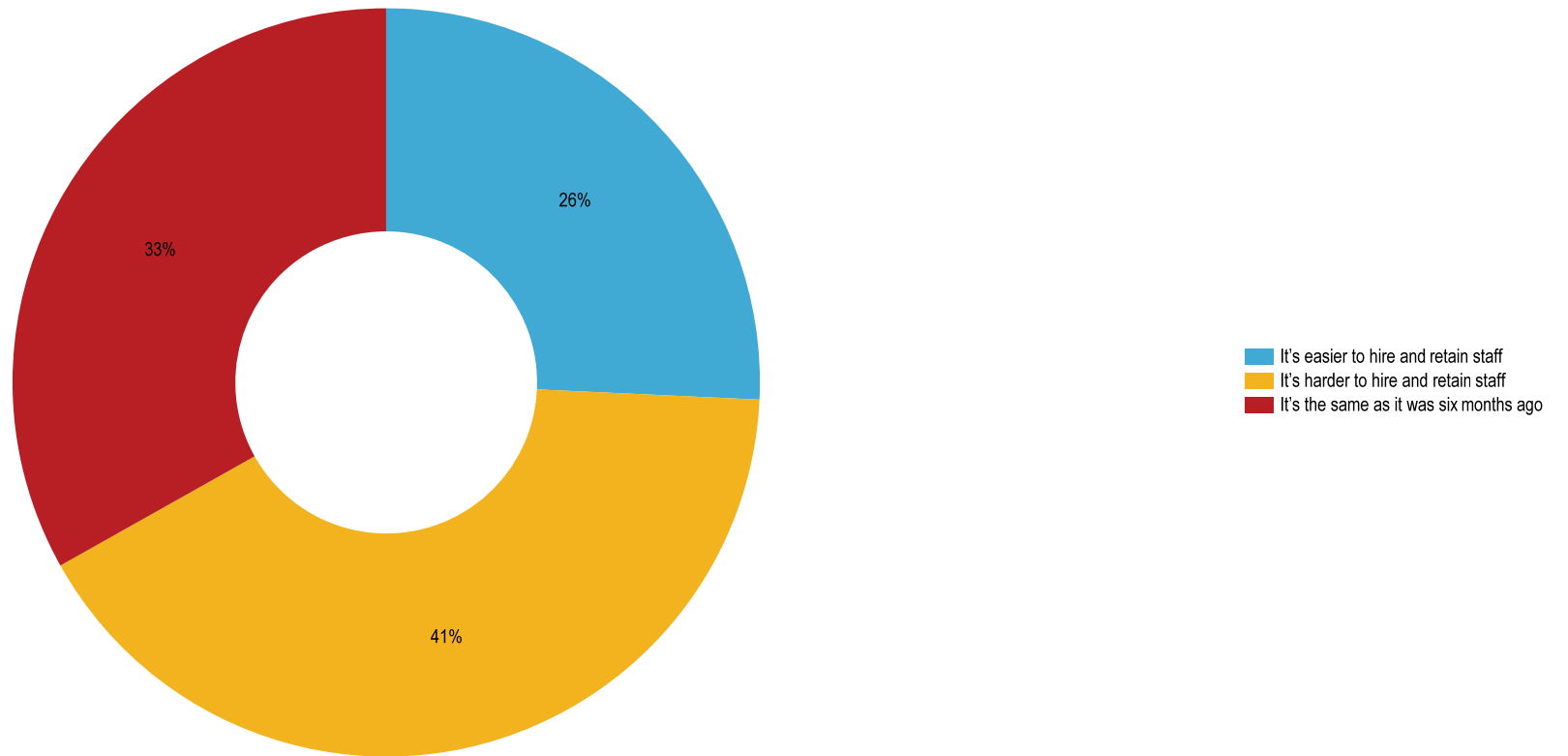


Q5: Consider your country's economy to be more or less stable?



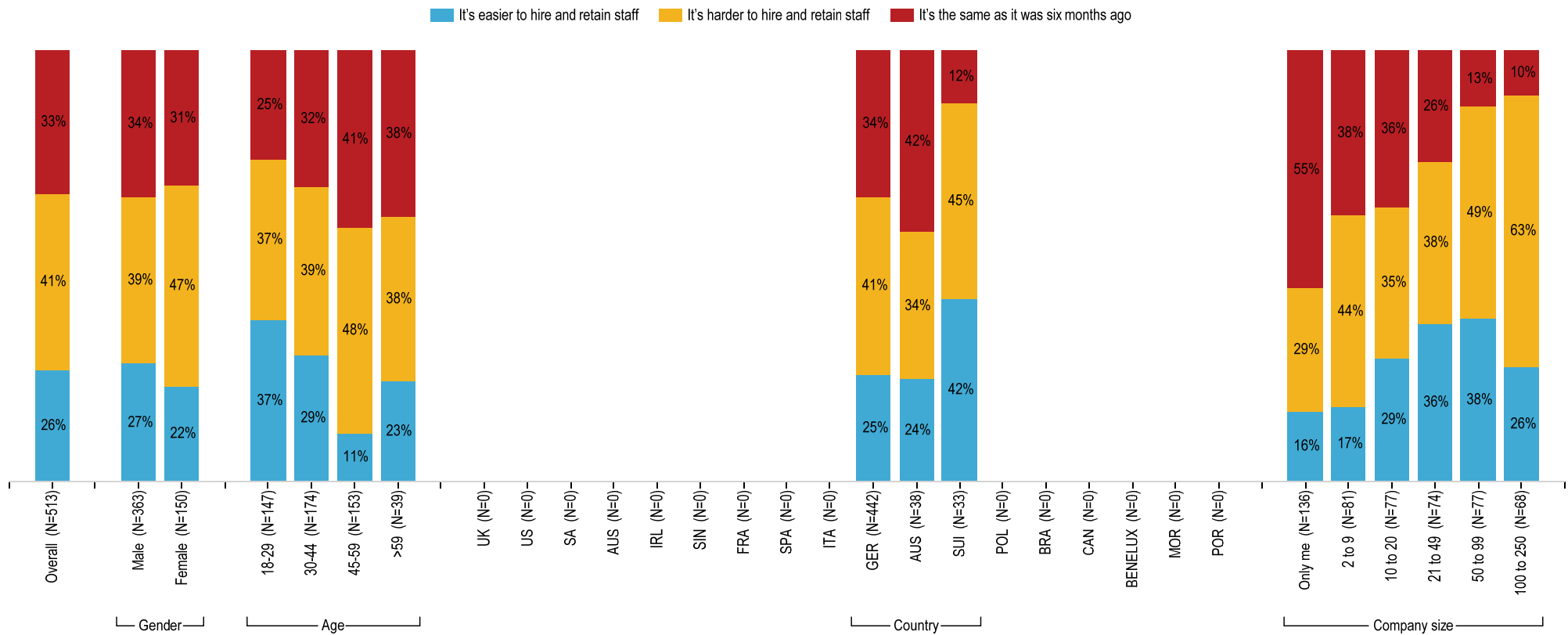
Q6

And again compared to six months ago, do you feel that it is easier or more difficult to hire and retain staff?



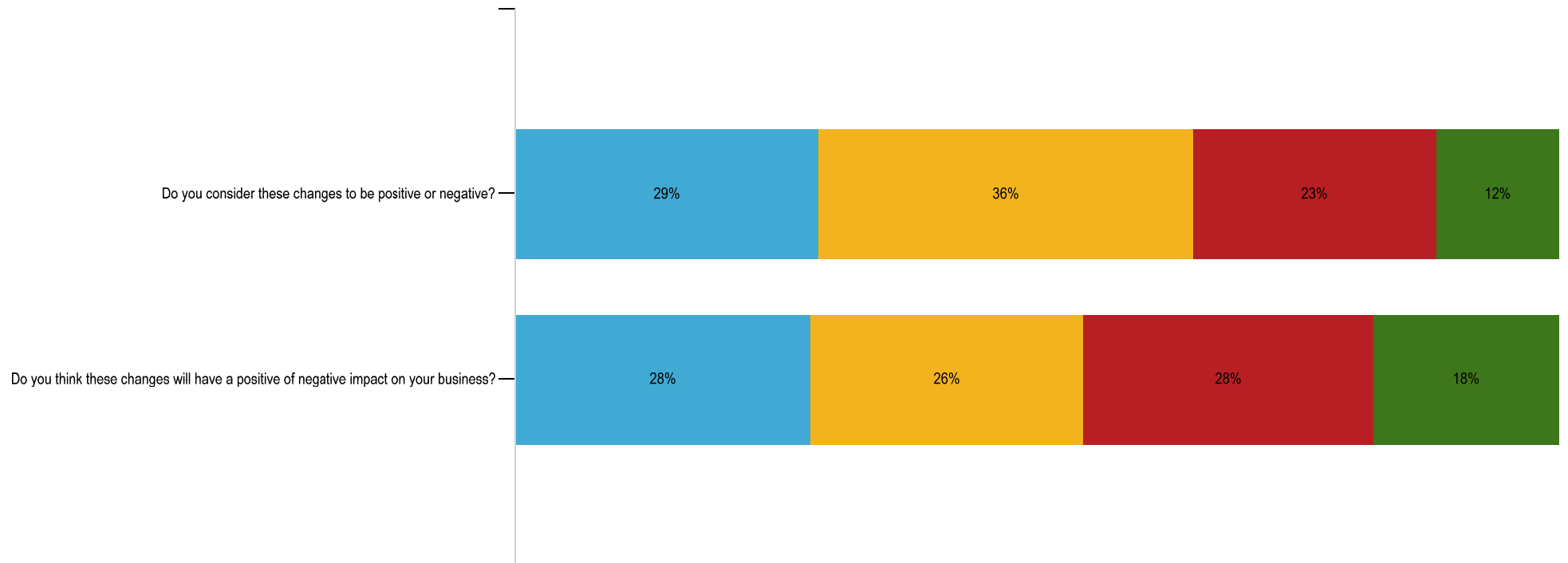
Q6

And again compared to six months ago, do you feel that it is easier or more difficult to hire and retain staff?

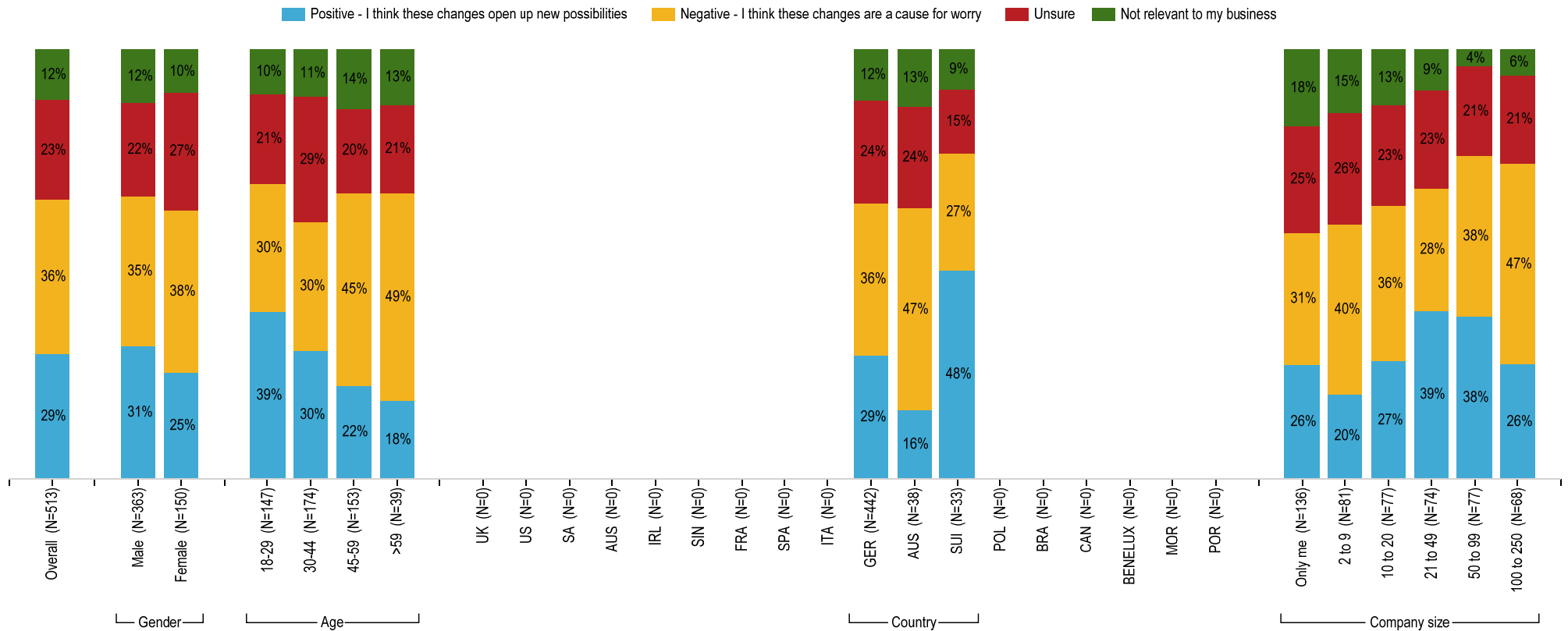


Q7

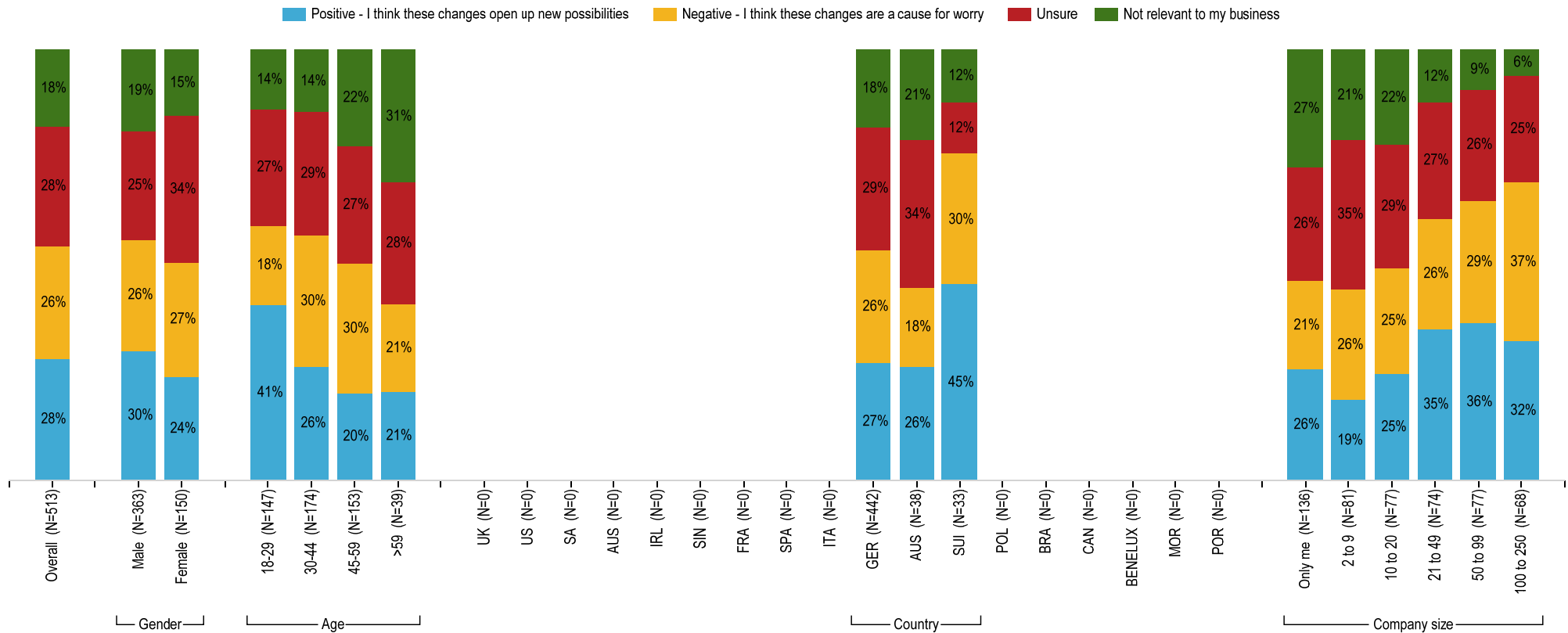
Positive - I think these changes open up new possibilities Negative - I think these changes are a cause for worry Unsure Not relevant to my business



Q7: Do you consider these changes to be positive or negative?

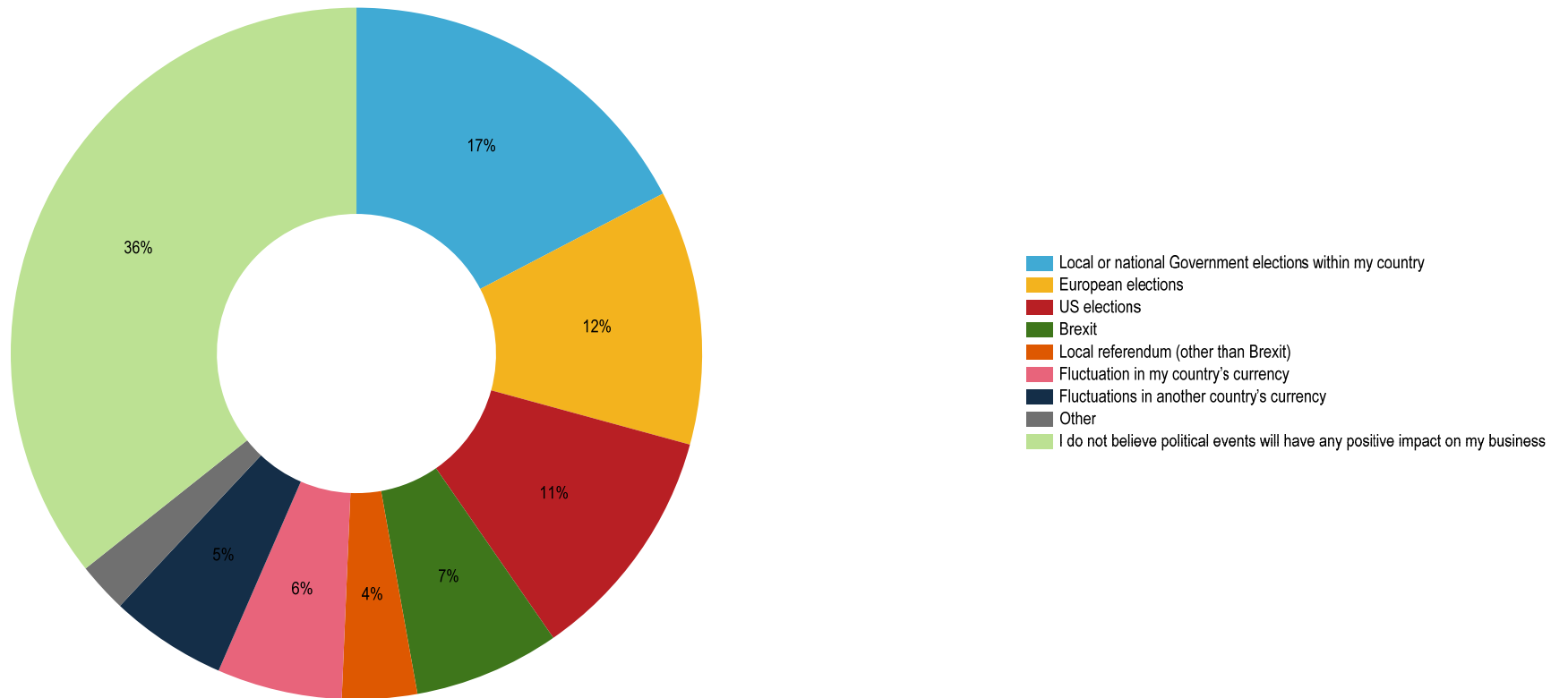


Q7: Do you think these changes will have a positive or negative impact on your business?



Q8a

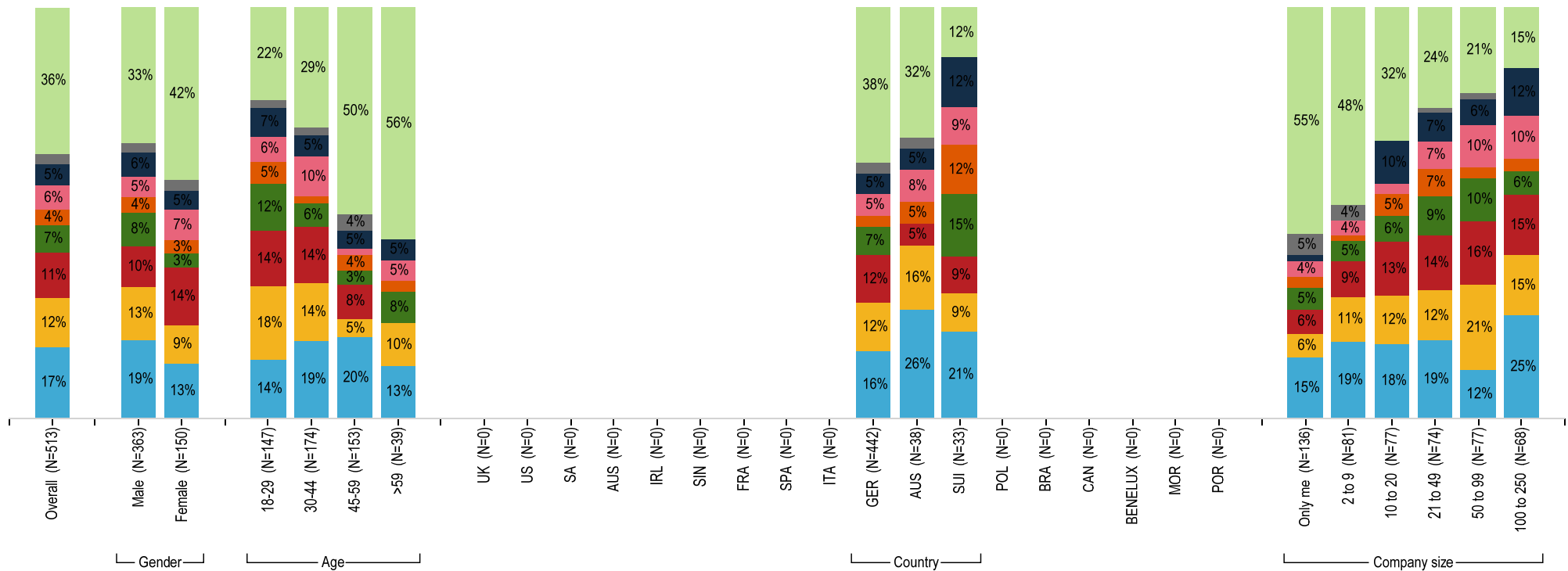
Which political event do you think will have the most positive impact on your business?



Q8a

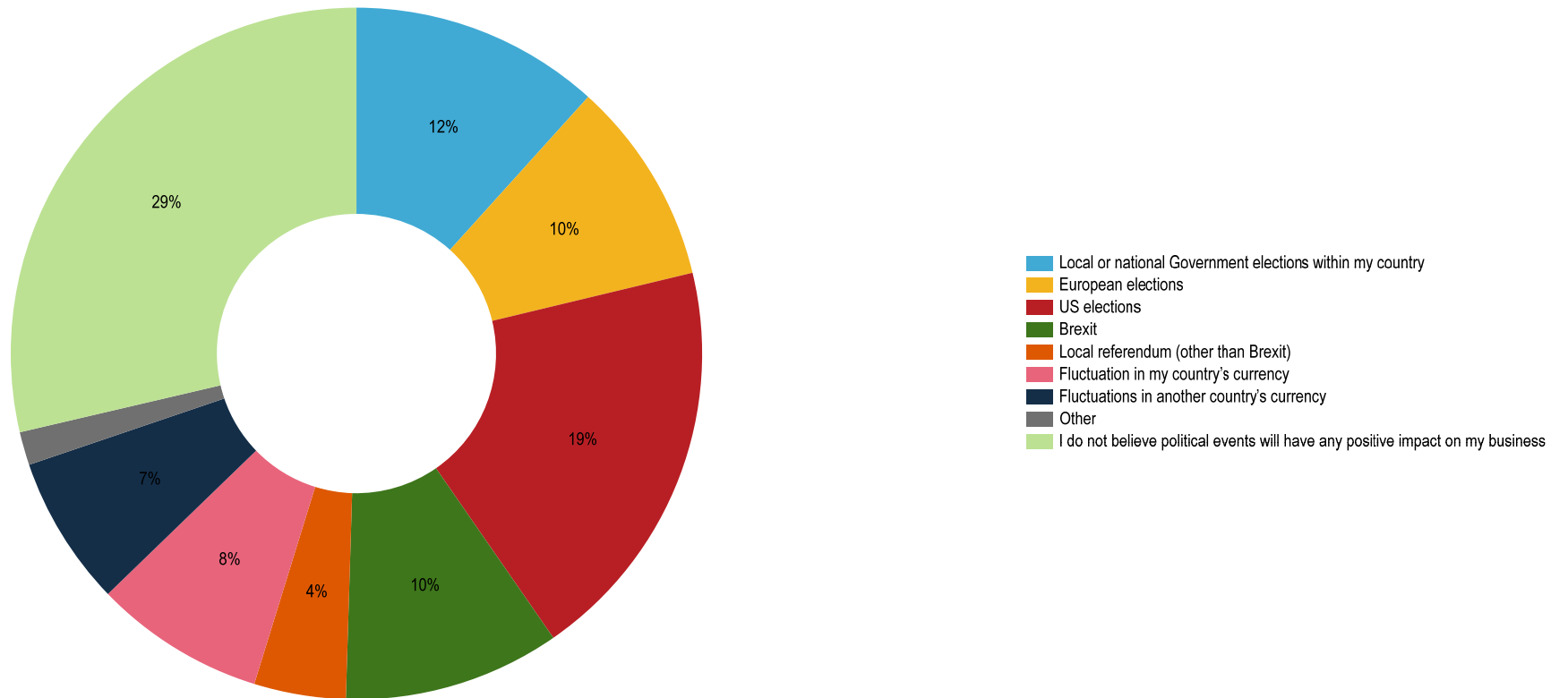
Which political event do you think will have the most positive impact on your business?

■ Local or national Government elections within my country
 ■ US elections
 ■ Local referendum (other than Brexit)
 ■ Fluctuations in another country's currency
 ■ I do not believe political events will have any positive impact on my business
■ European elections
 ■ Brexit
 ■ Fluctuation in my country's currency
 ■ Other



Q8b

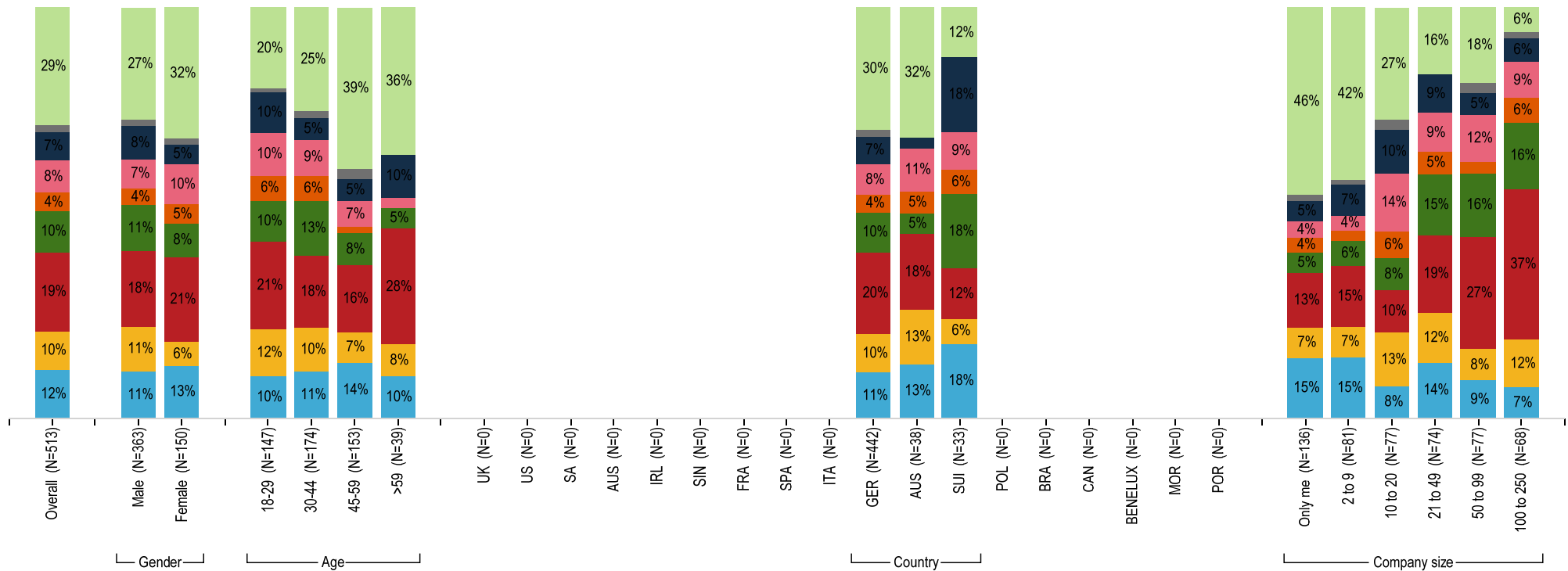
Which political event do you think will have the most negative impact on your business ?



Q8b

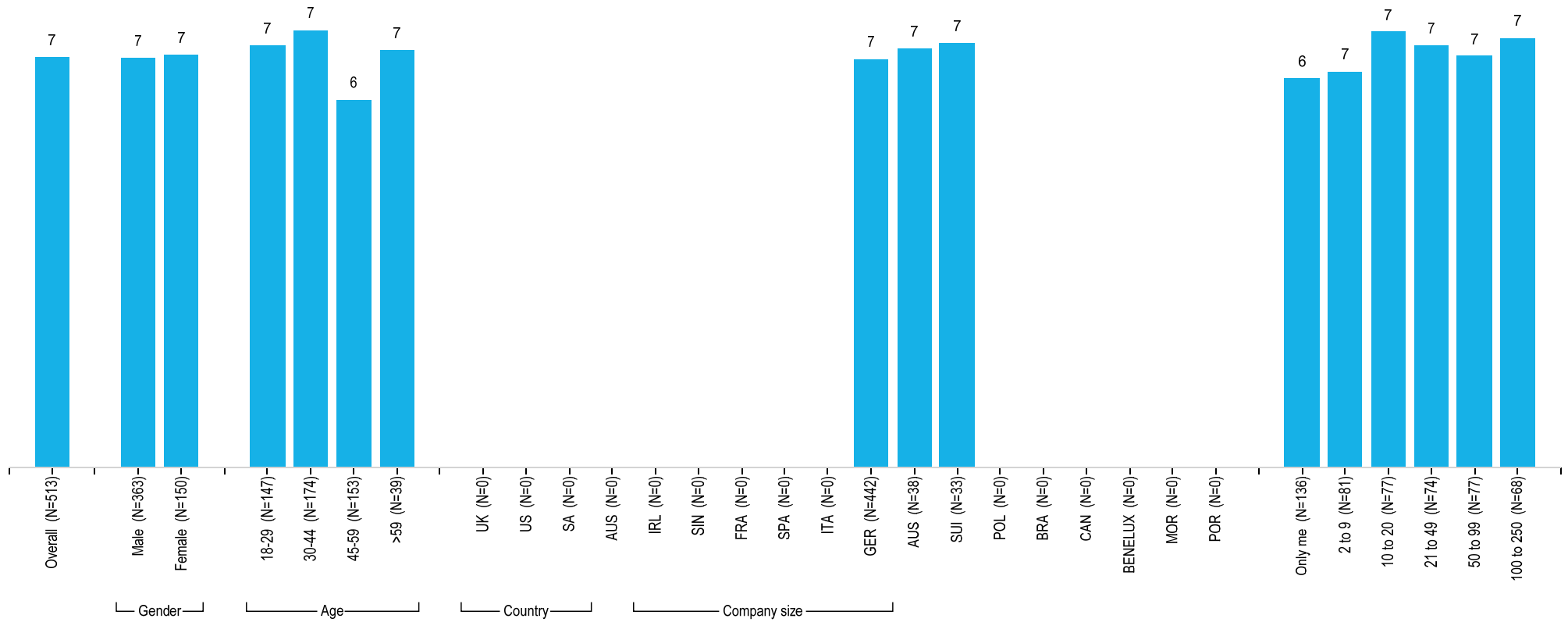
Which political event do you think will have the most negative impact on your business ?

■ Local or national Government elections within my country
 ■ US elections
 ■ Local referendum (other than Brexit)
 ■ Fluctuations in another country's currency
 ■ I do not believe political events will have any positive impact on my business
■ European elections
 ■ Brexit
 ■ Fluctuation in my country's currency
 ■ Other



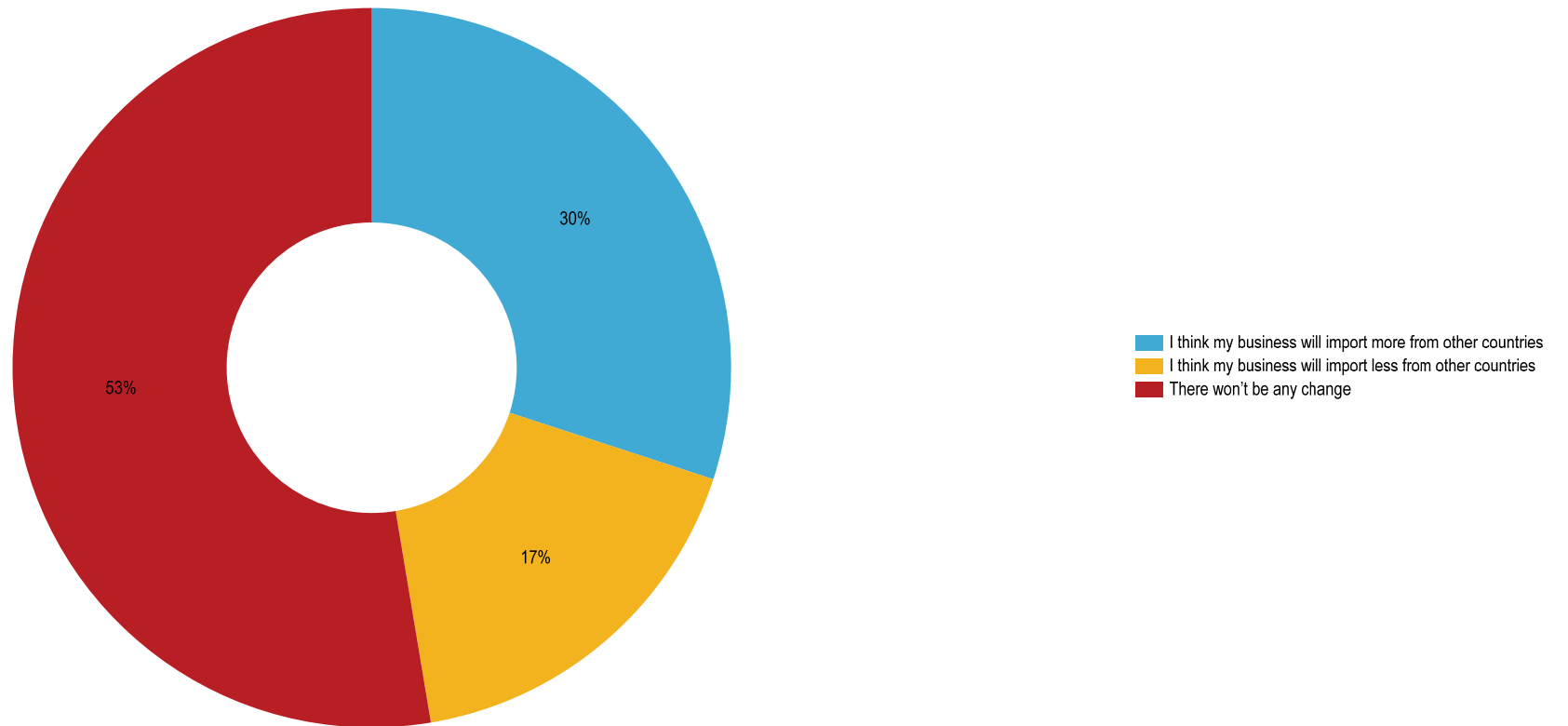
Q9

How positive do you feel on a scale of 1-10 (with 1 being the least positive and 10 being the most) when you think about your business in 2017?



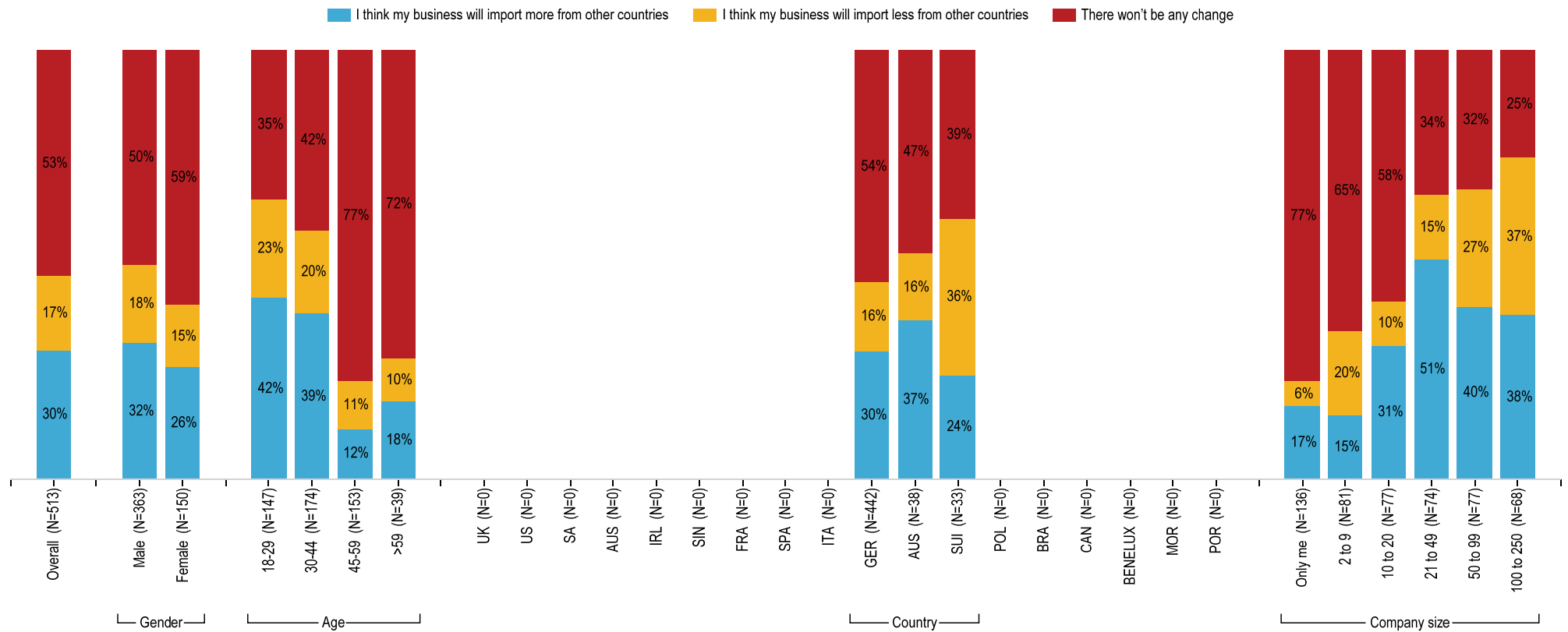
Q10

Do you think your business will import more or less from other countries during 2017?



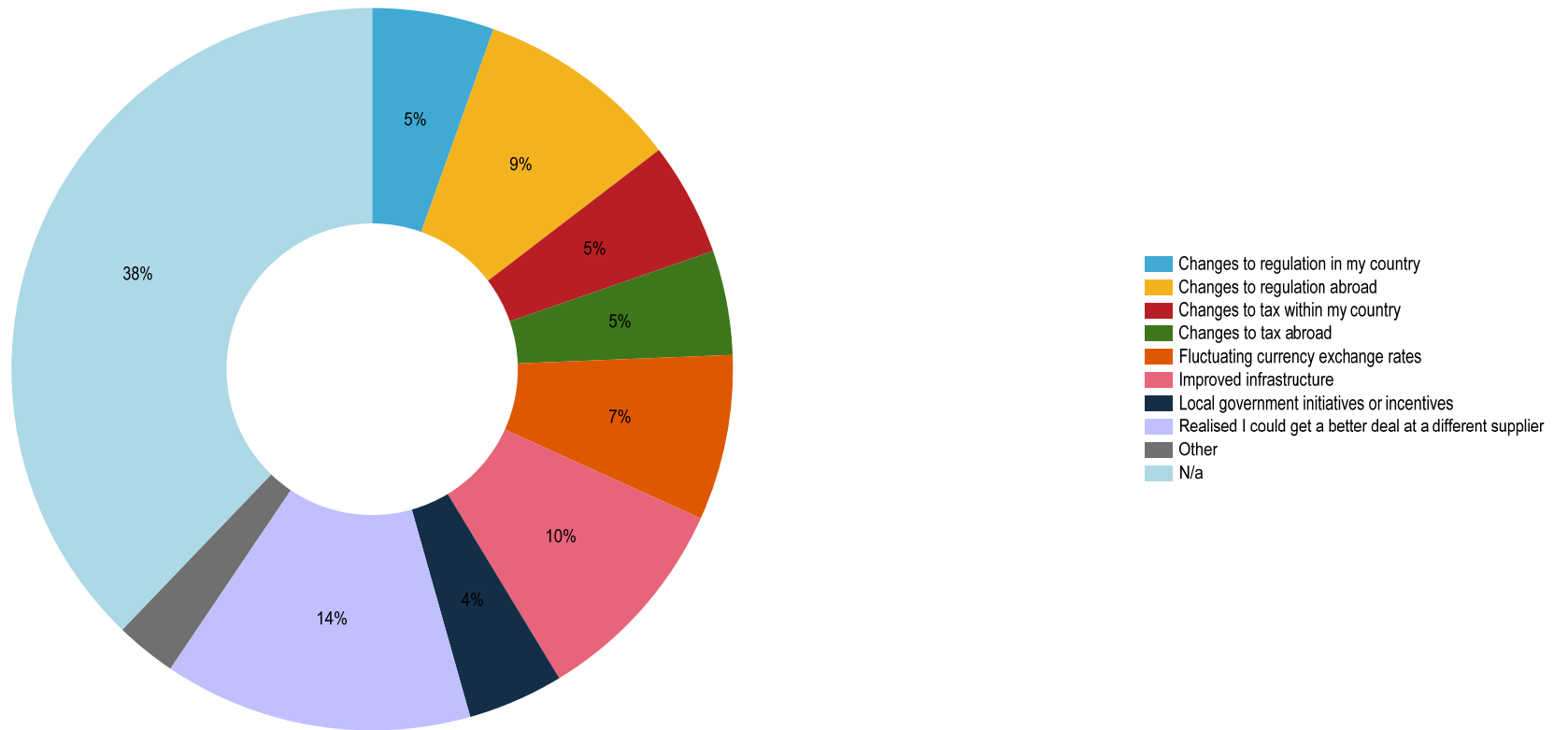
Q10

Do you think your business will import more or less from other countries during 2017?



Q11

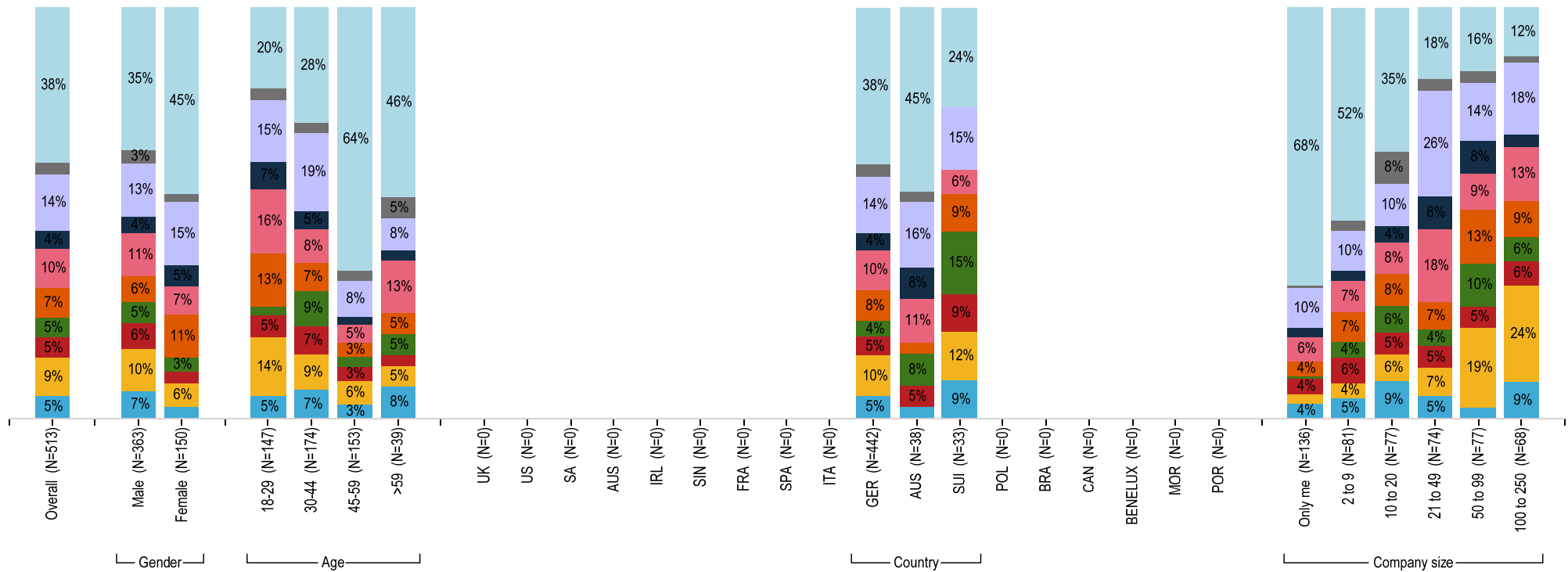
What is your reason for giving this answer?



Q11

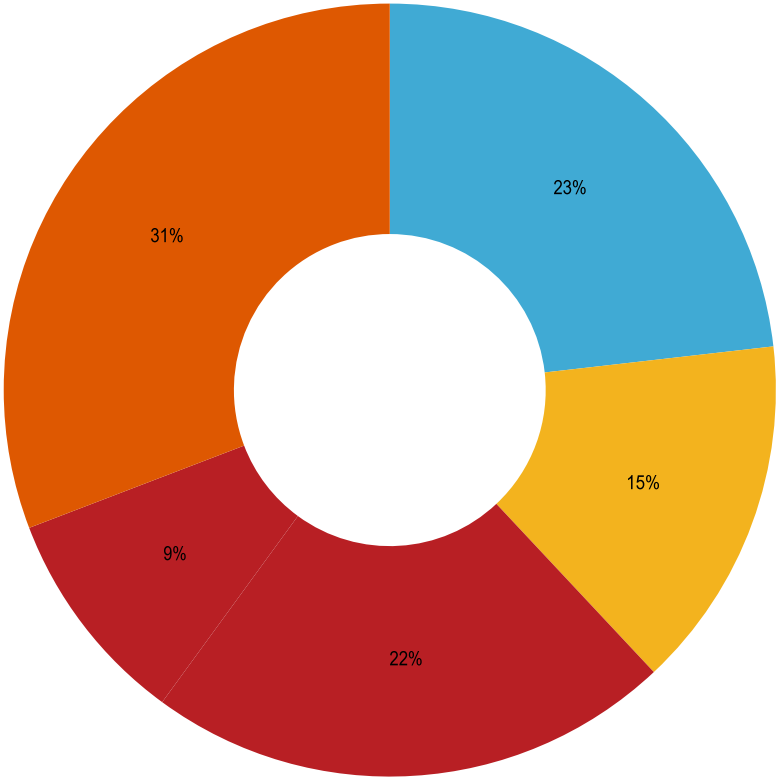
What is your reason for giving this answer?

- Changes to regulation in my country
- Changes to tax within my country
- Fluctuating currency exchange rates
- Local government initiatives or incentives
- Realised I could get a better deal at a different supplier
- Other
- N/a
- Changes to regulation abroad
- Changes to tax abroad
- Improved infrastructure



Q12

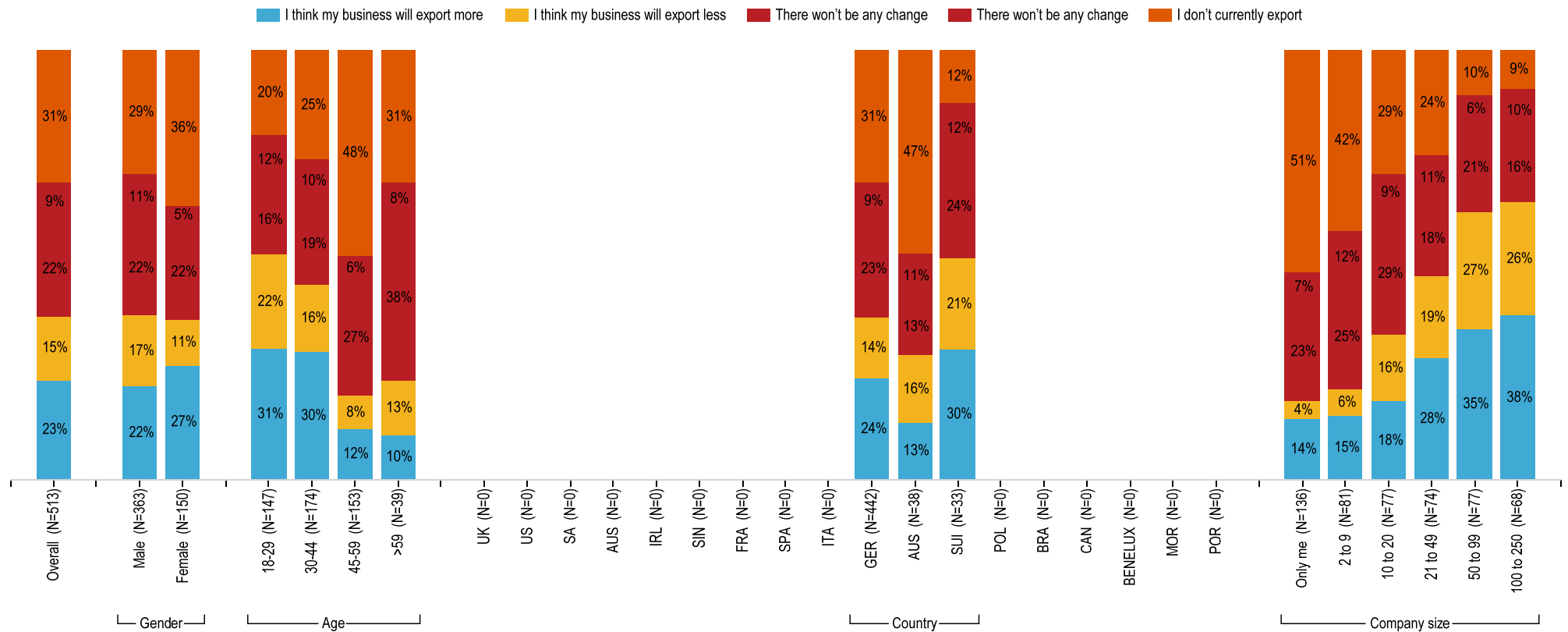
Do you think your business will export more or less to other countries during 2017?



- I think my business will export more
- I think my business will export less
- There won't be any change
- There won't be any change
- I don't currently export

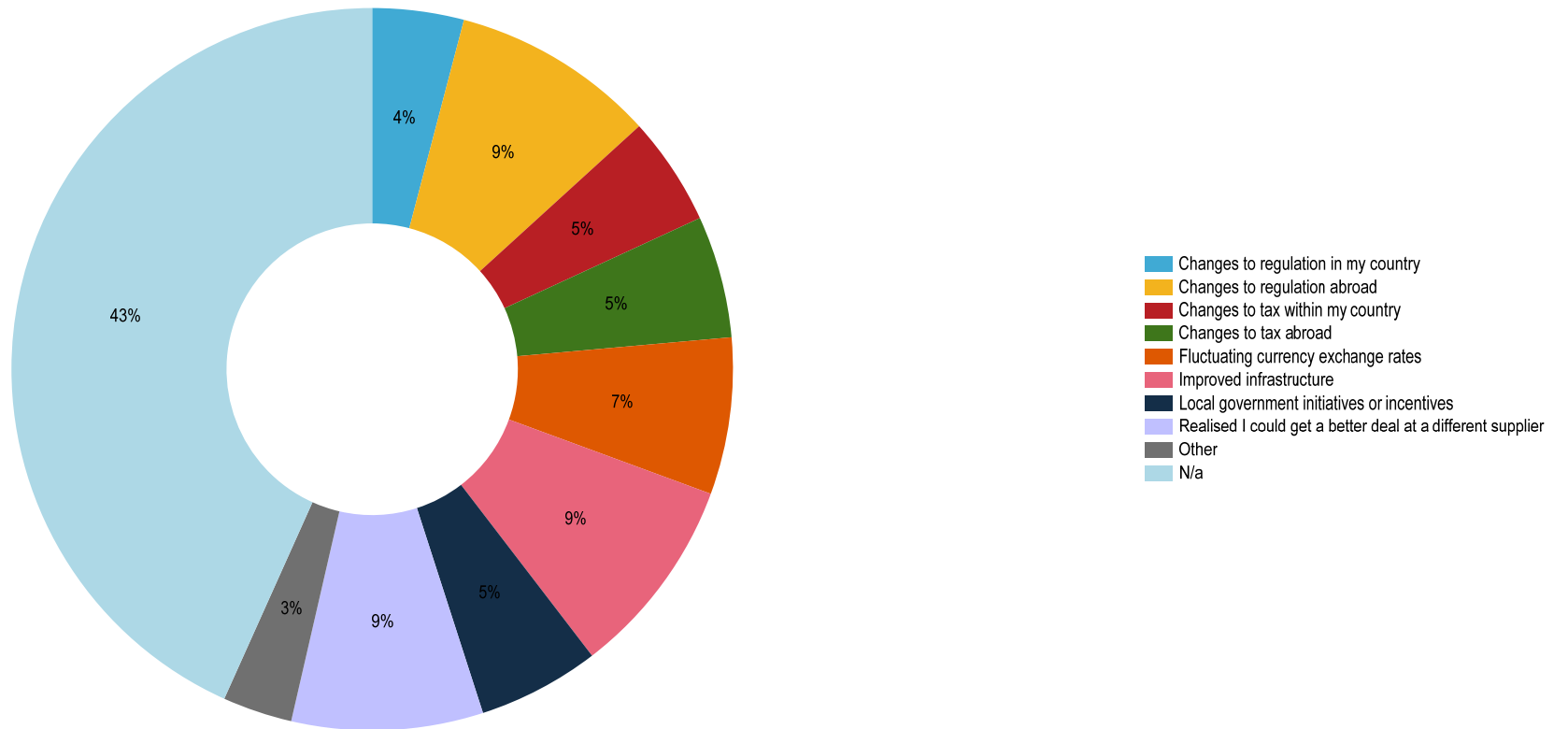
Q12

Do you think your business will export more or less to other countries during 2017?



Q13

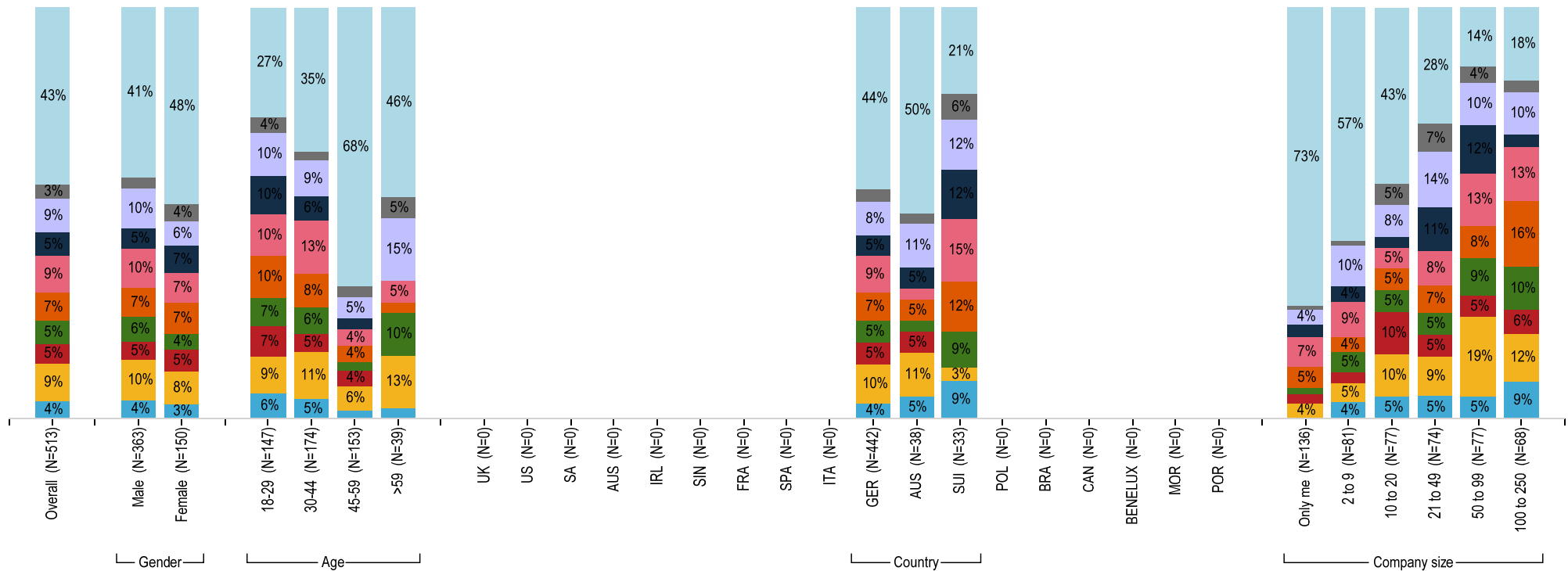
What is your reason for giving this answer?



Q13

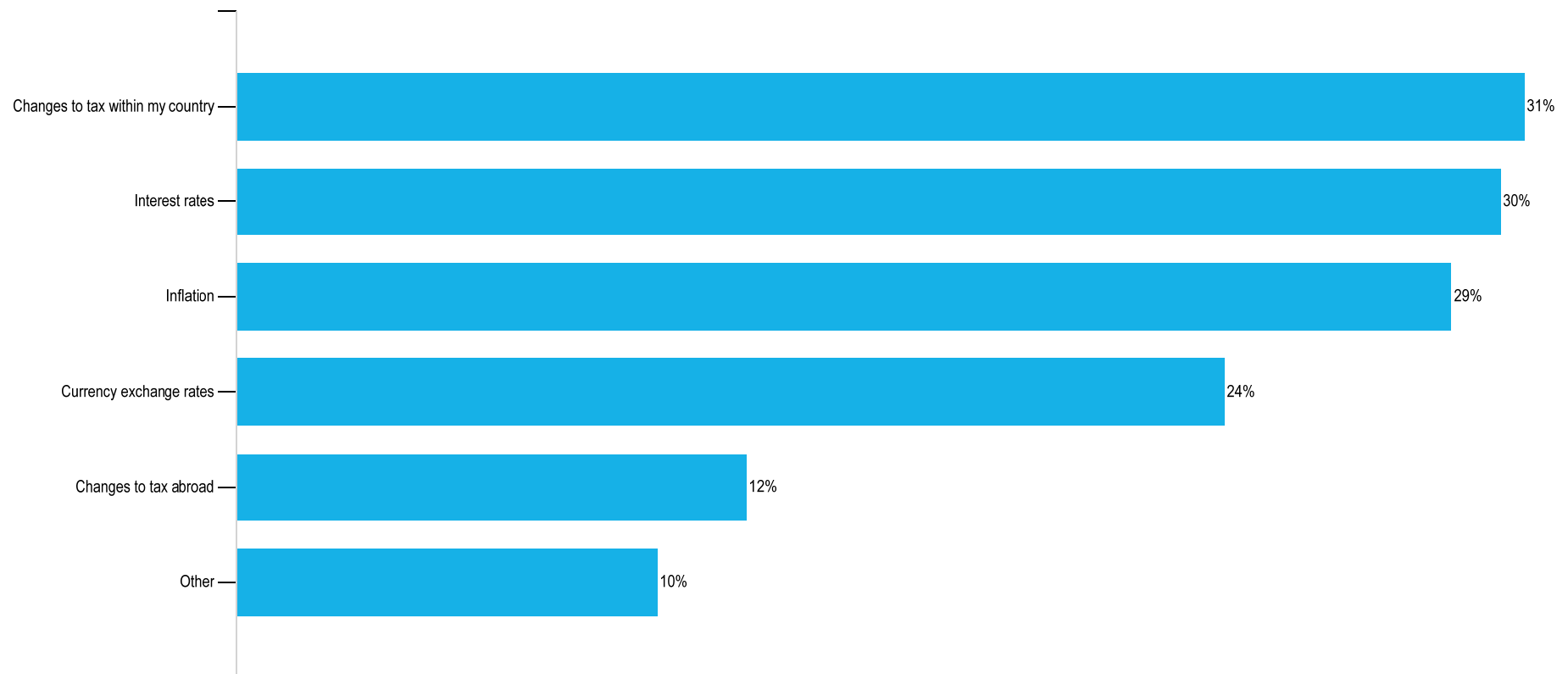
What is your reason for giving this answer?

- Changes to regulation in my country
- Changes to tax within my country
- Fluctuating currency exchange rates
- Local government initiatives or incentives
- Realised I could get a better deal at a different supplier
- Other
- N/a
- Changes to regulation abroad
- Changes to tax abroad
- Improved infrastructure



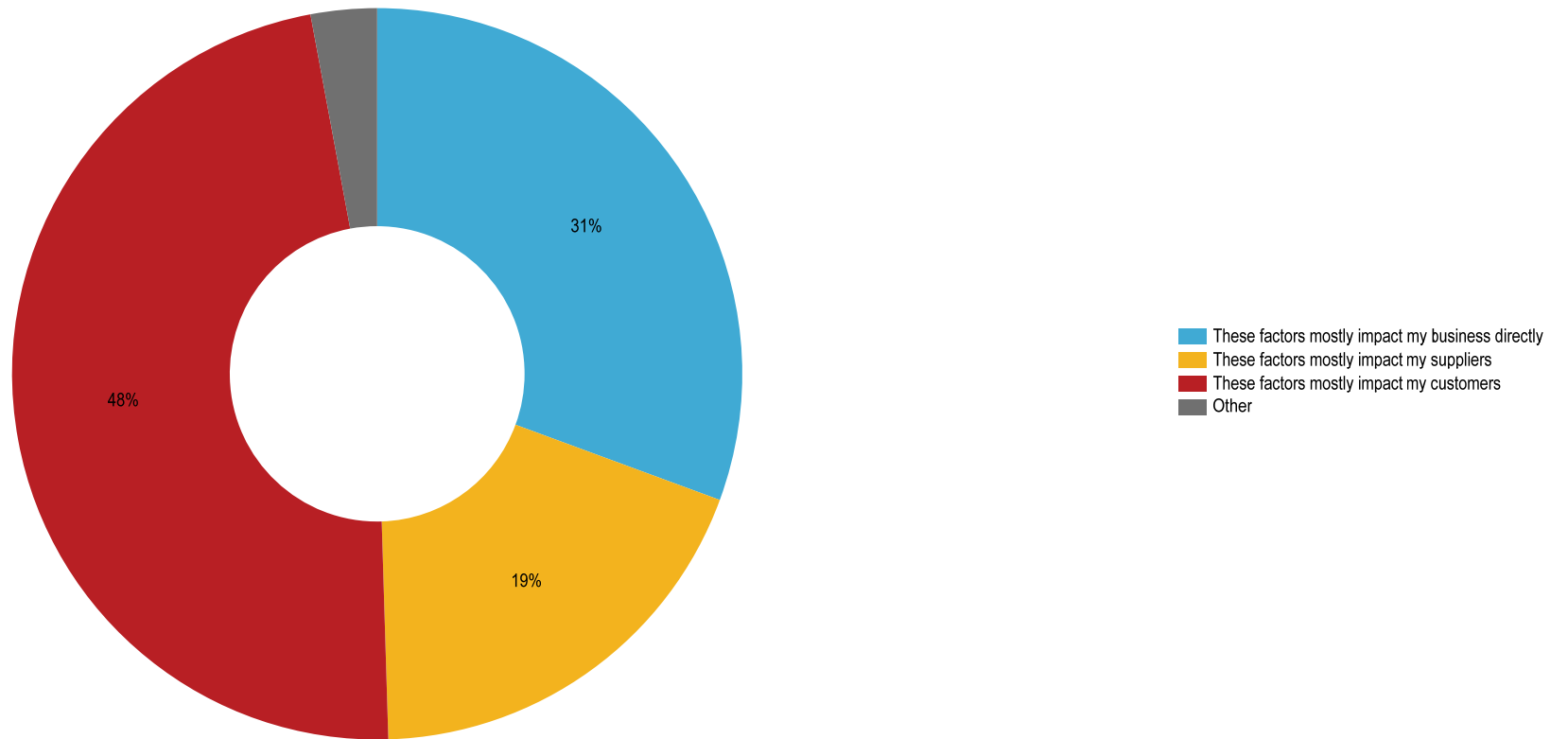
Q14

Which economic factors have the most negative impact on your business?



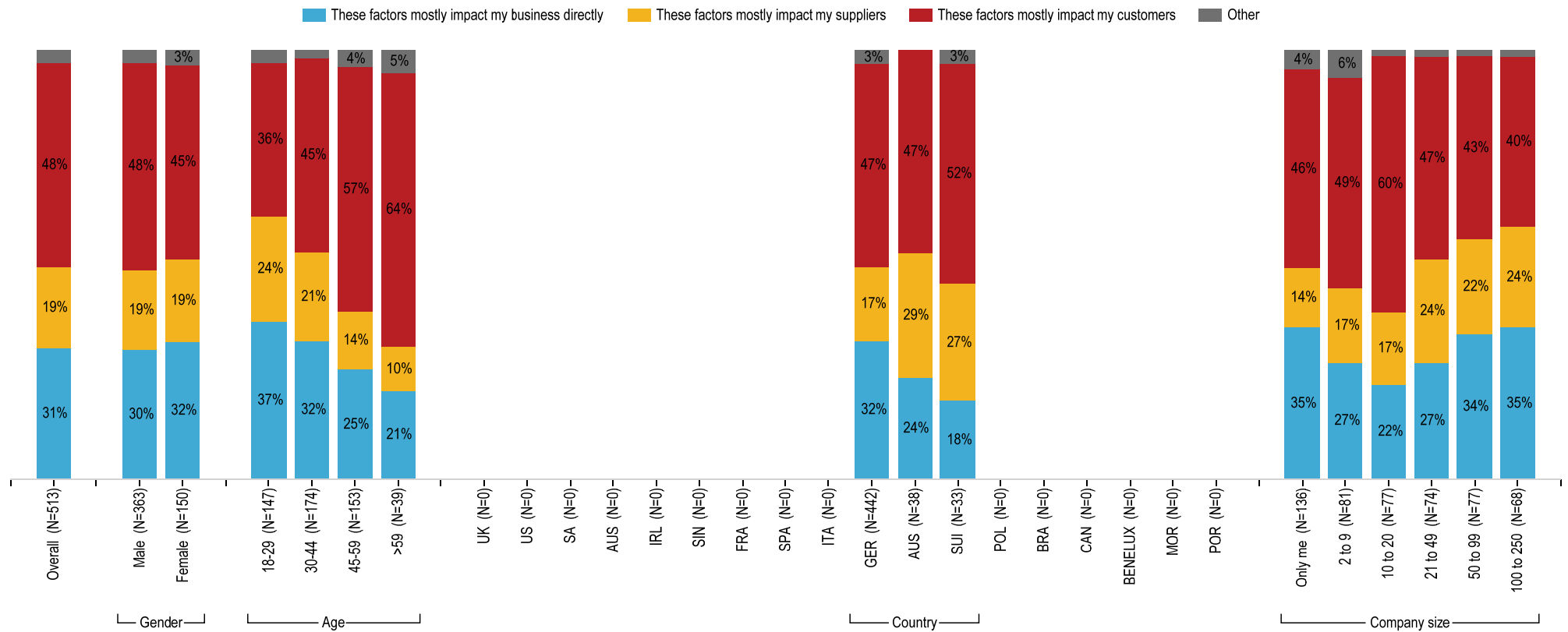
Q15

And do these economic factors mostly impact your business directly, or mostly indirectly as a result of their impact on your customers or suppliers?



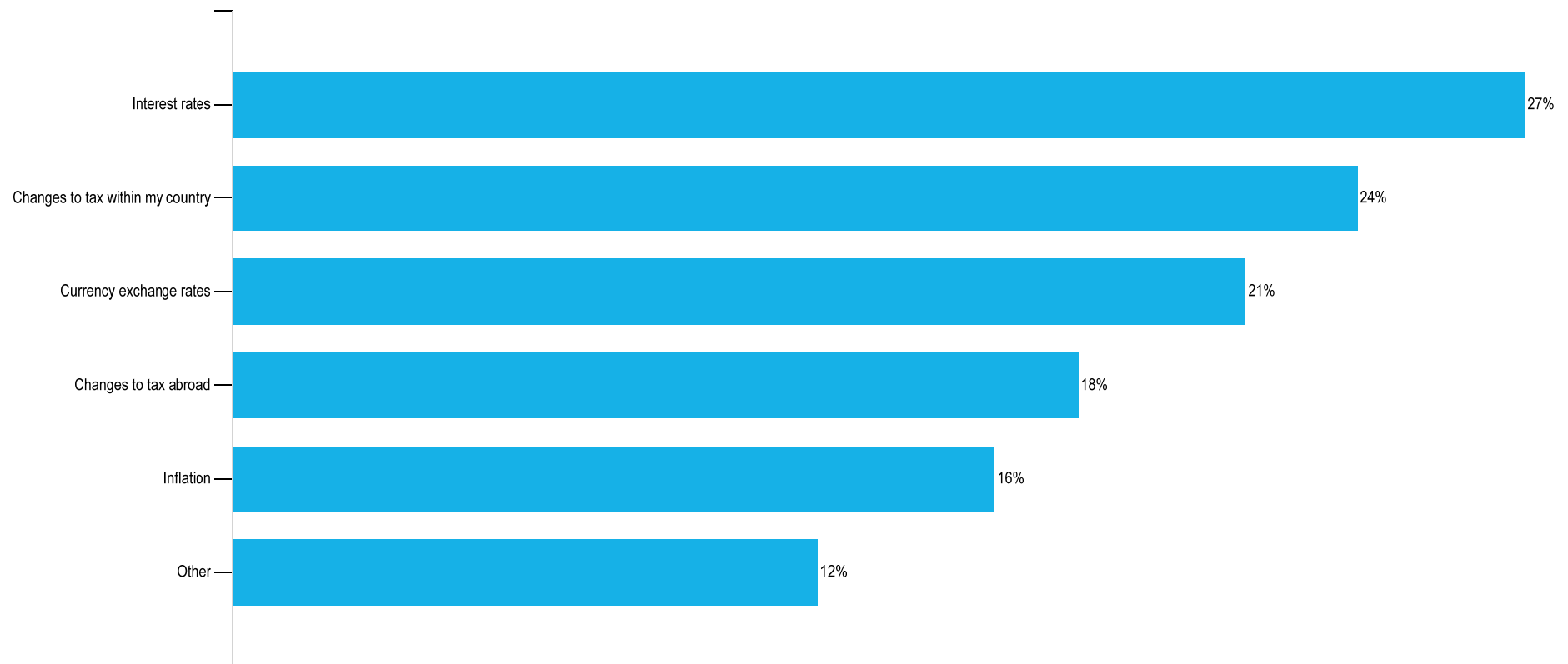
Q15

And do these economic factors mostly impact your business directly, or mostly indirectly as a result of their impact on your customers or suppliers?



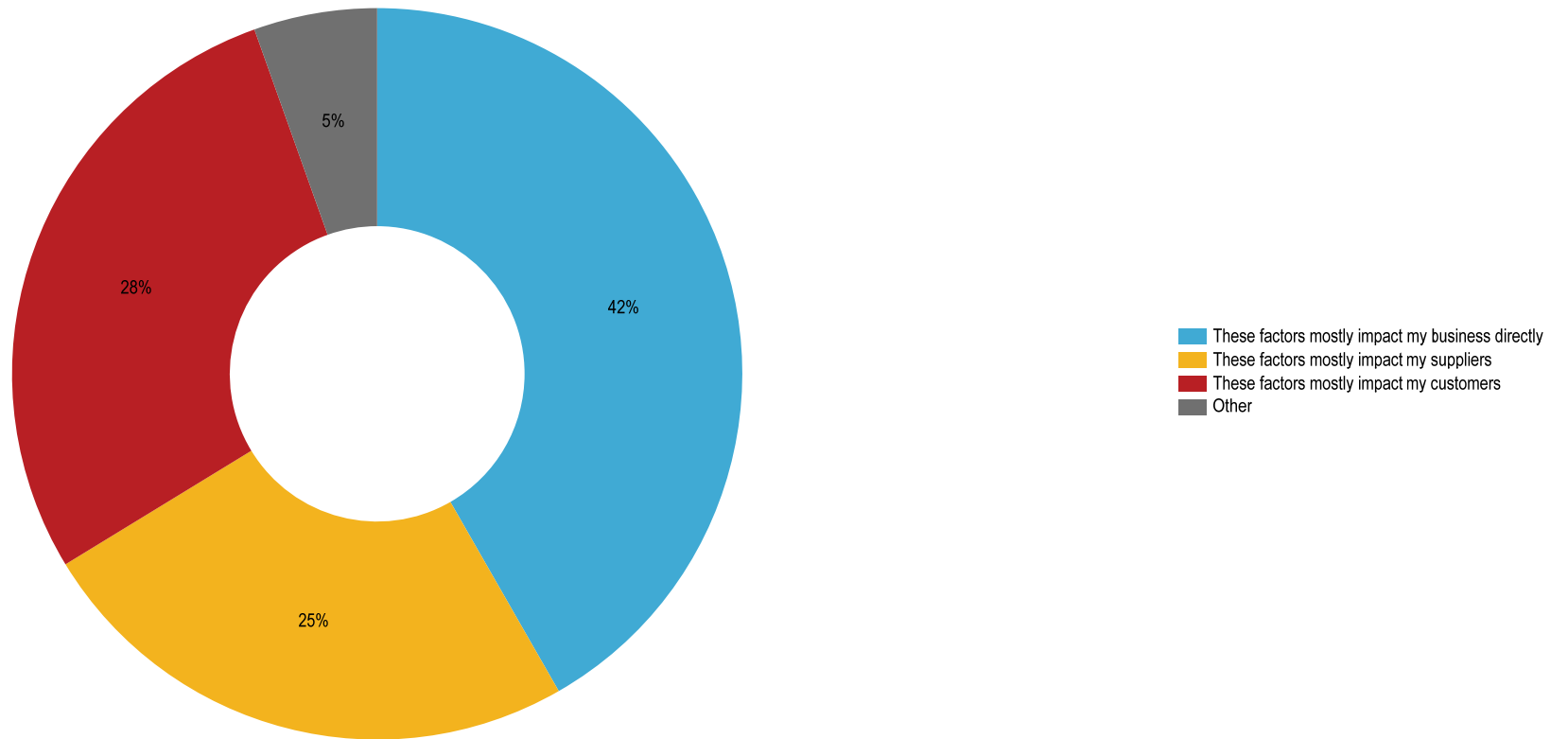
Q16

Which economic factors have the most positive impact on your business?



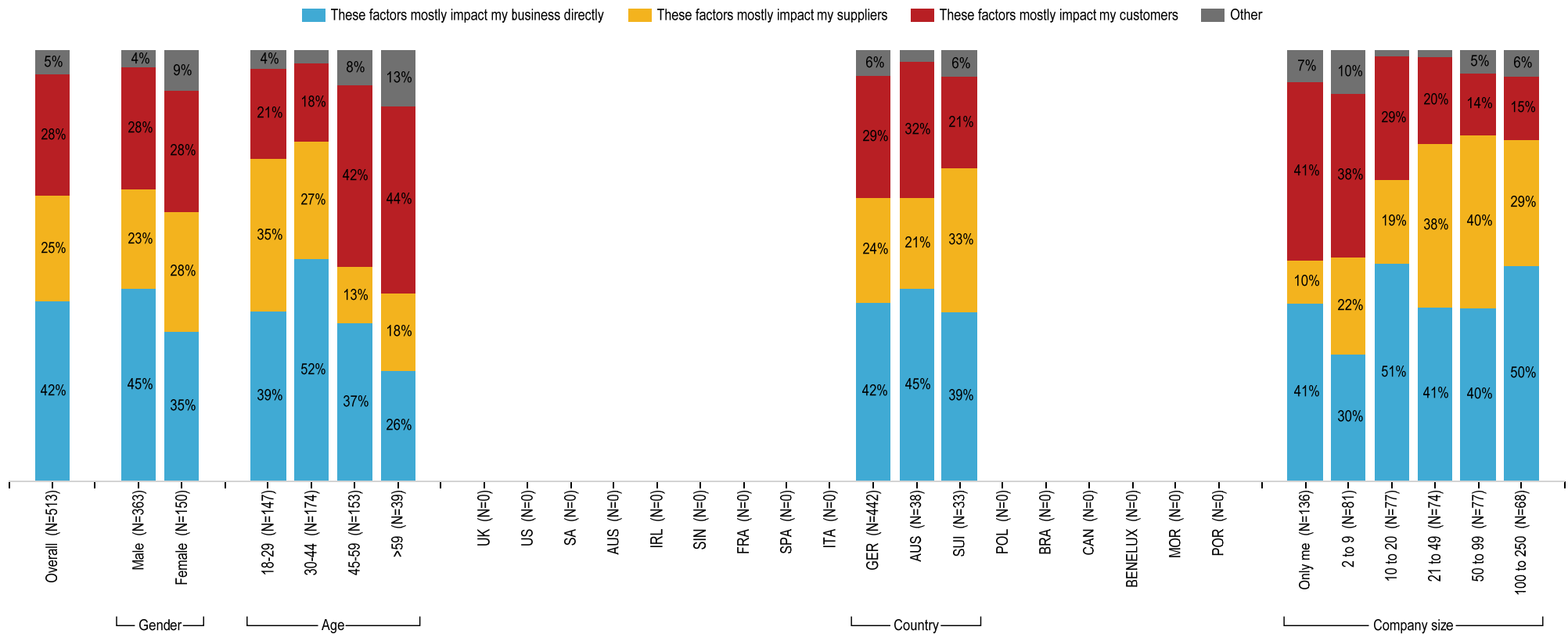
Q17

And do these economic factors mostly impact your business directly, or mostly indirectly as a result of their impact on your customers or suppliers?



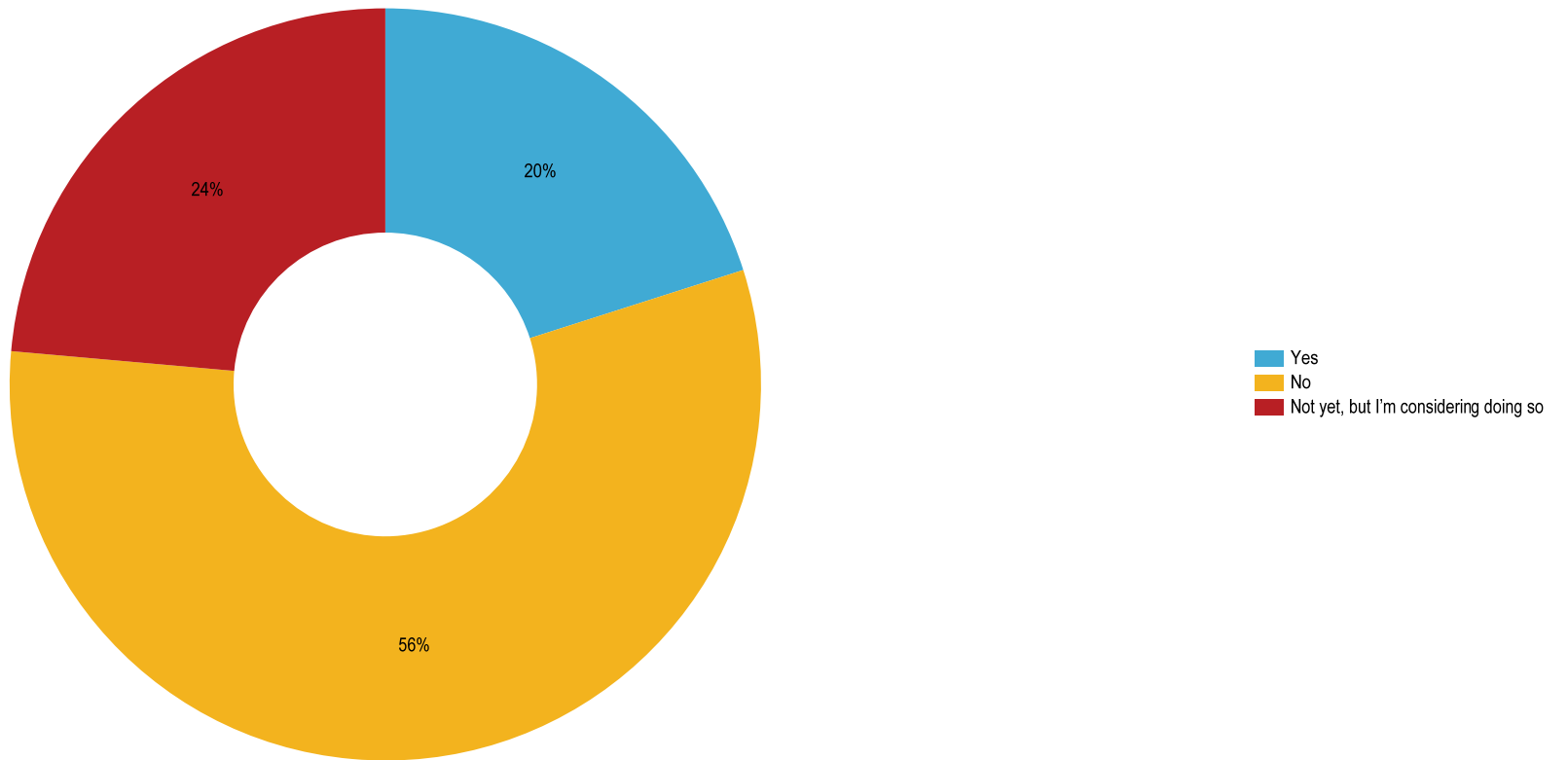
Q17

And do these economic factors mostly impact your business directly, or mostly indirectly as a result of their impact on your customers or suppliers?



Q18

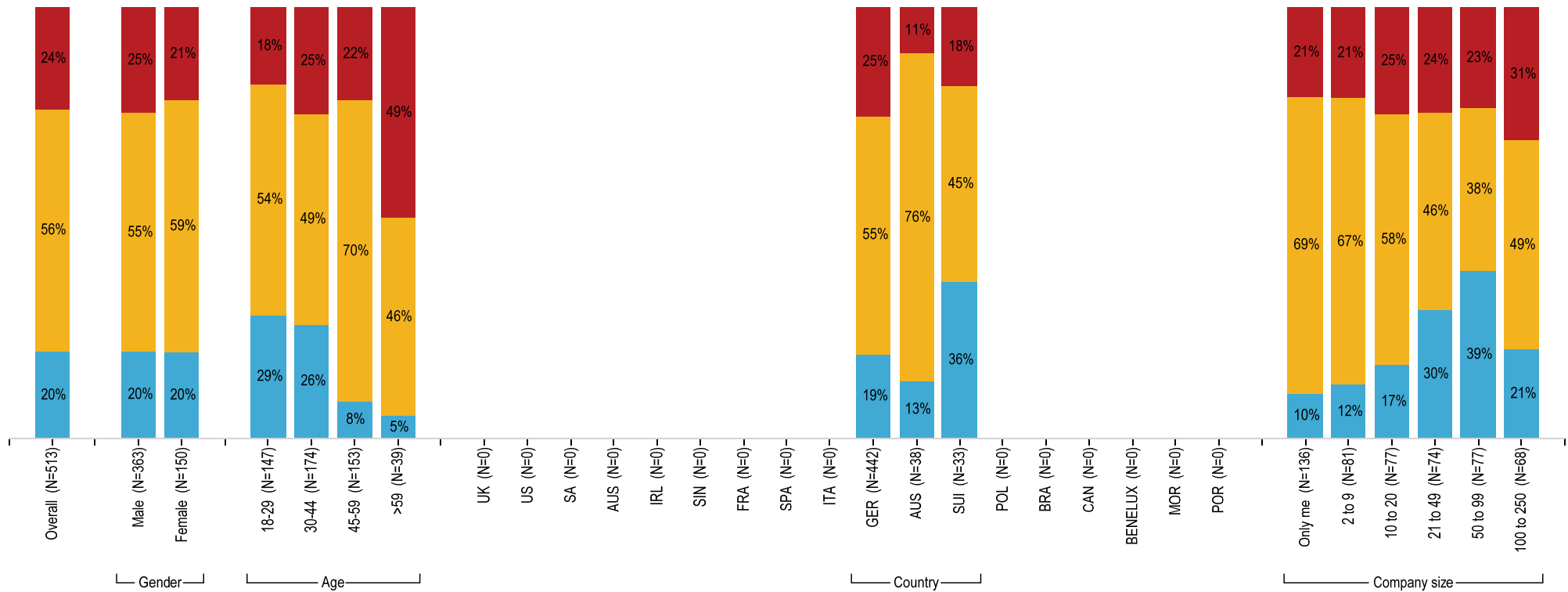
Have you changed your business plan as a result of recent global political events?



Q18

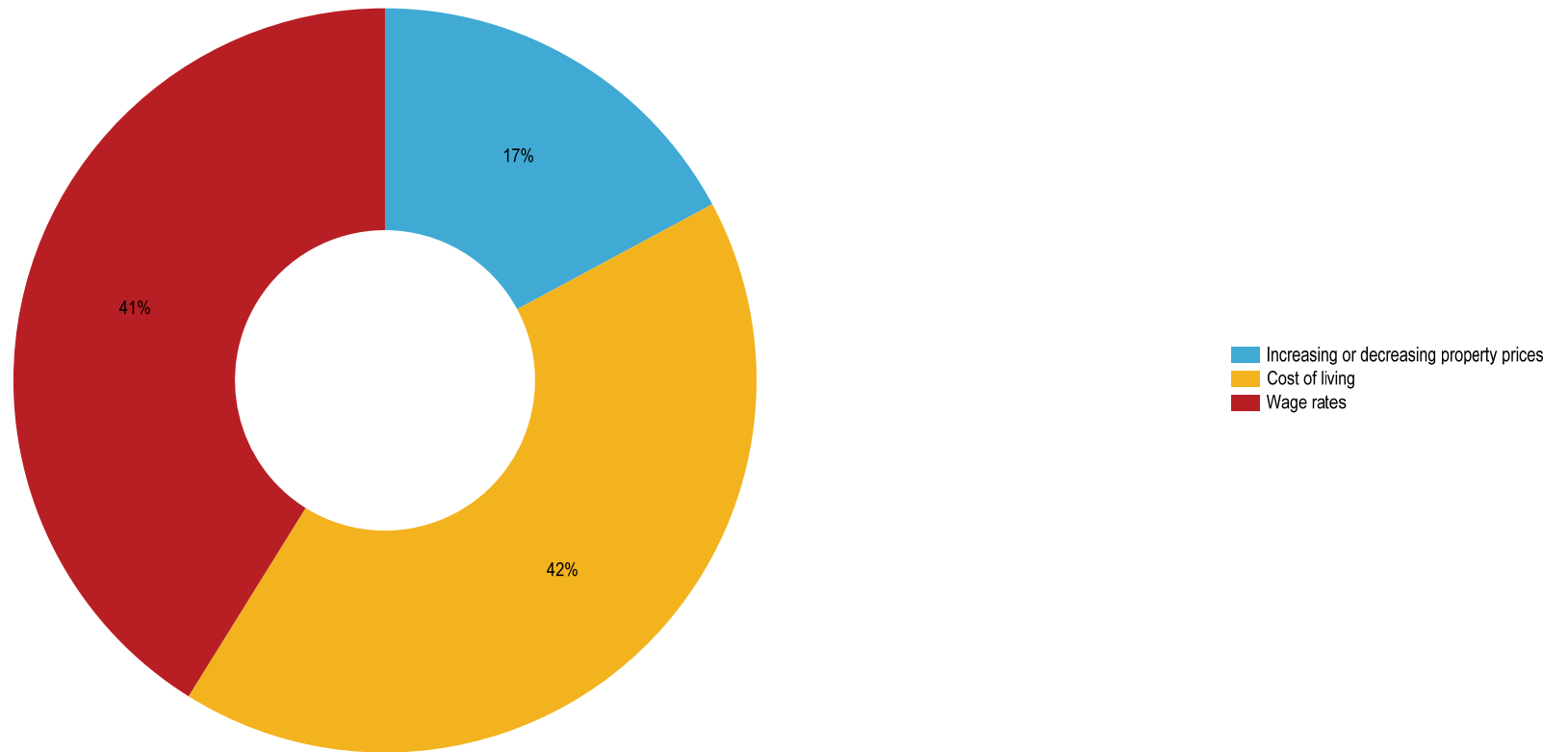
Have you changed your business plan as a result of recent global political events?

Yes No Not yet, but I'm considering doing so



Q19

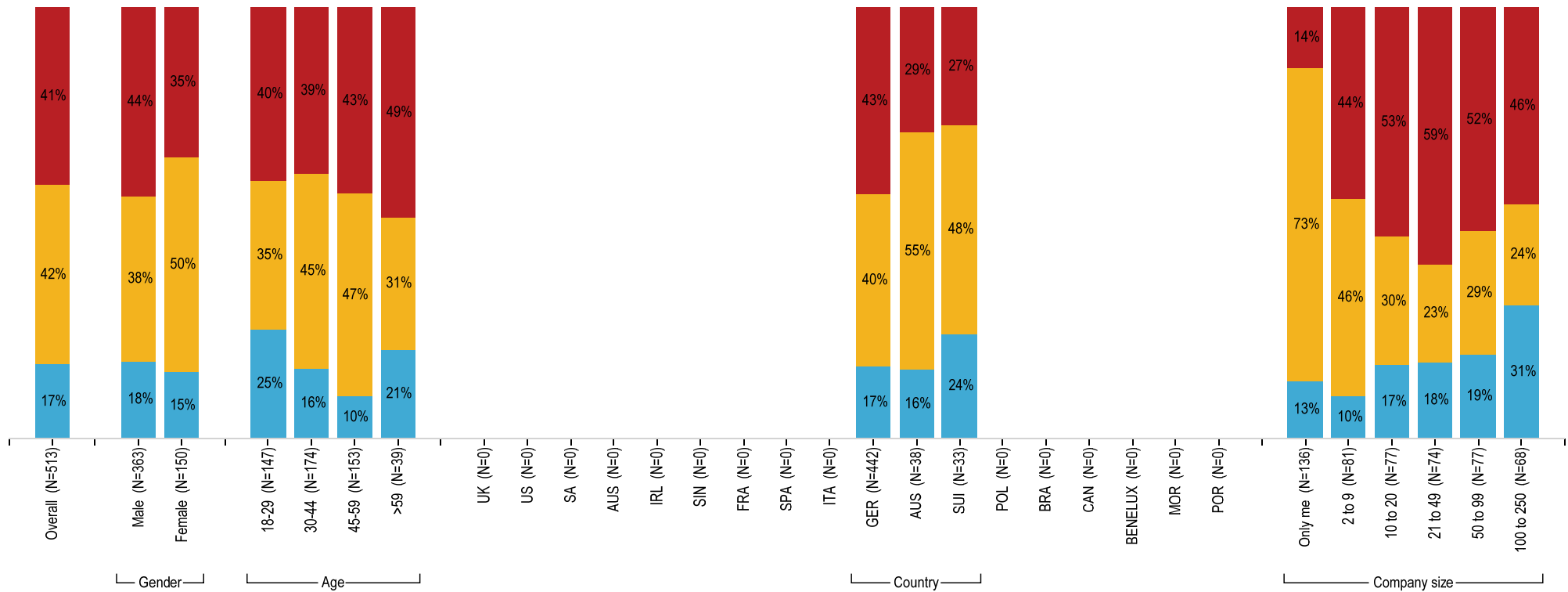
Which of the following costs has the greatest impact on your business?



Q19

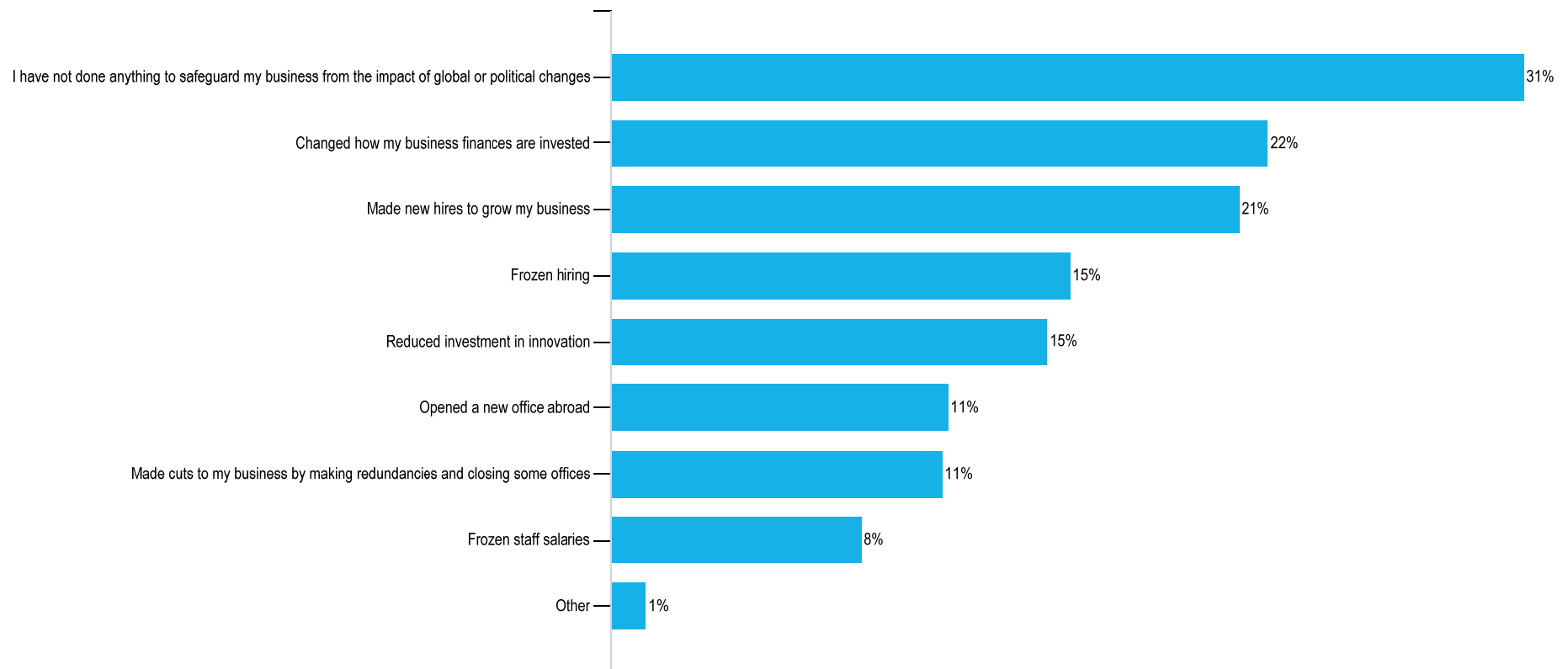
Which of the following costs has the greatest impact on your business?

■ Increasing or decreasing property prices
 ■ Cost of living
 ■ Wage rates



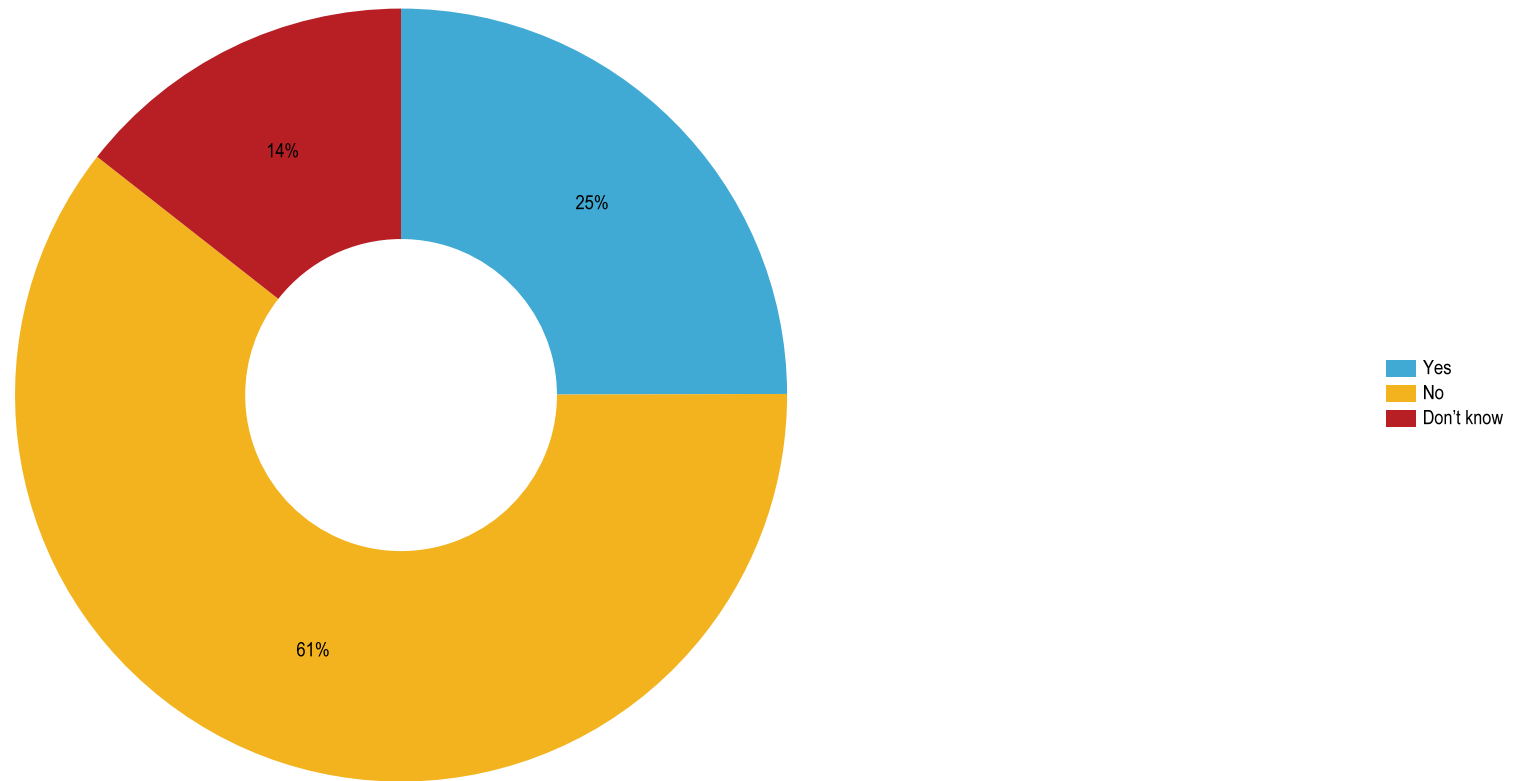
Q20

Have you done any of the following in response to the impact of global or local political changes in 2017?



Q21

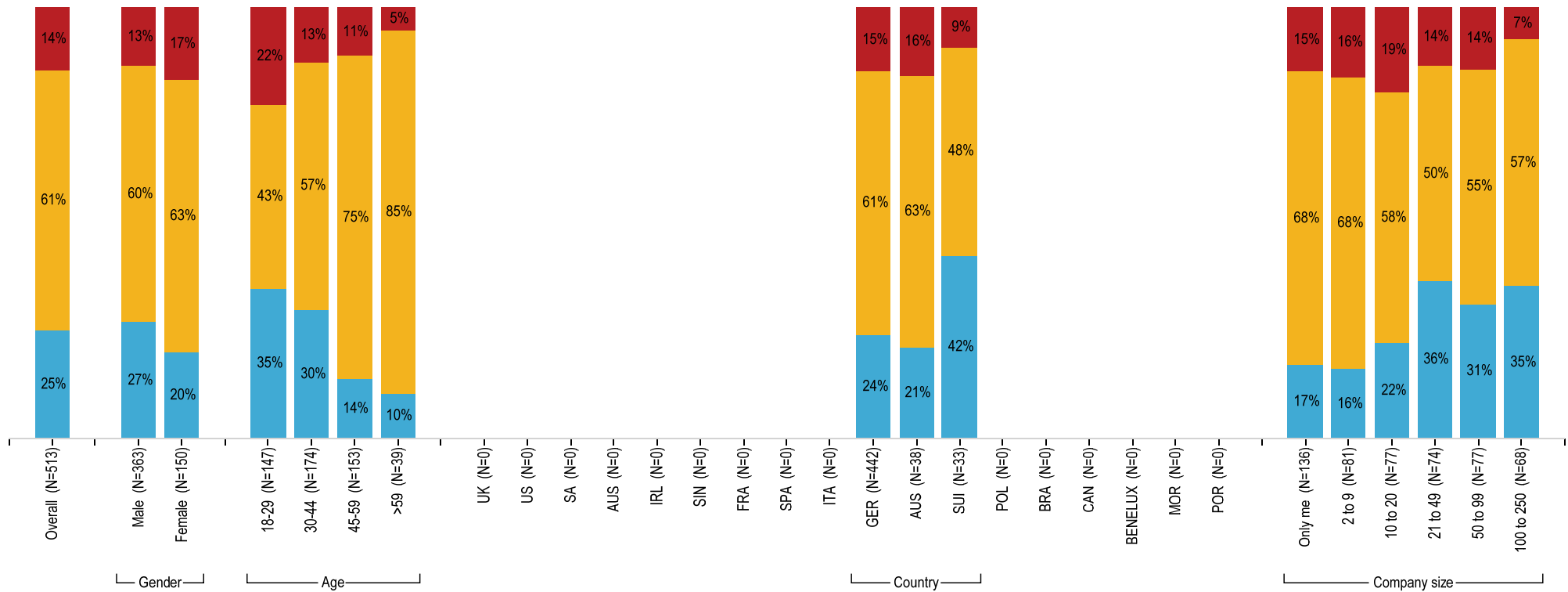
Do you feel SMBs are fairly represented in your country's political decision-making?



Q21

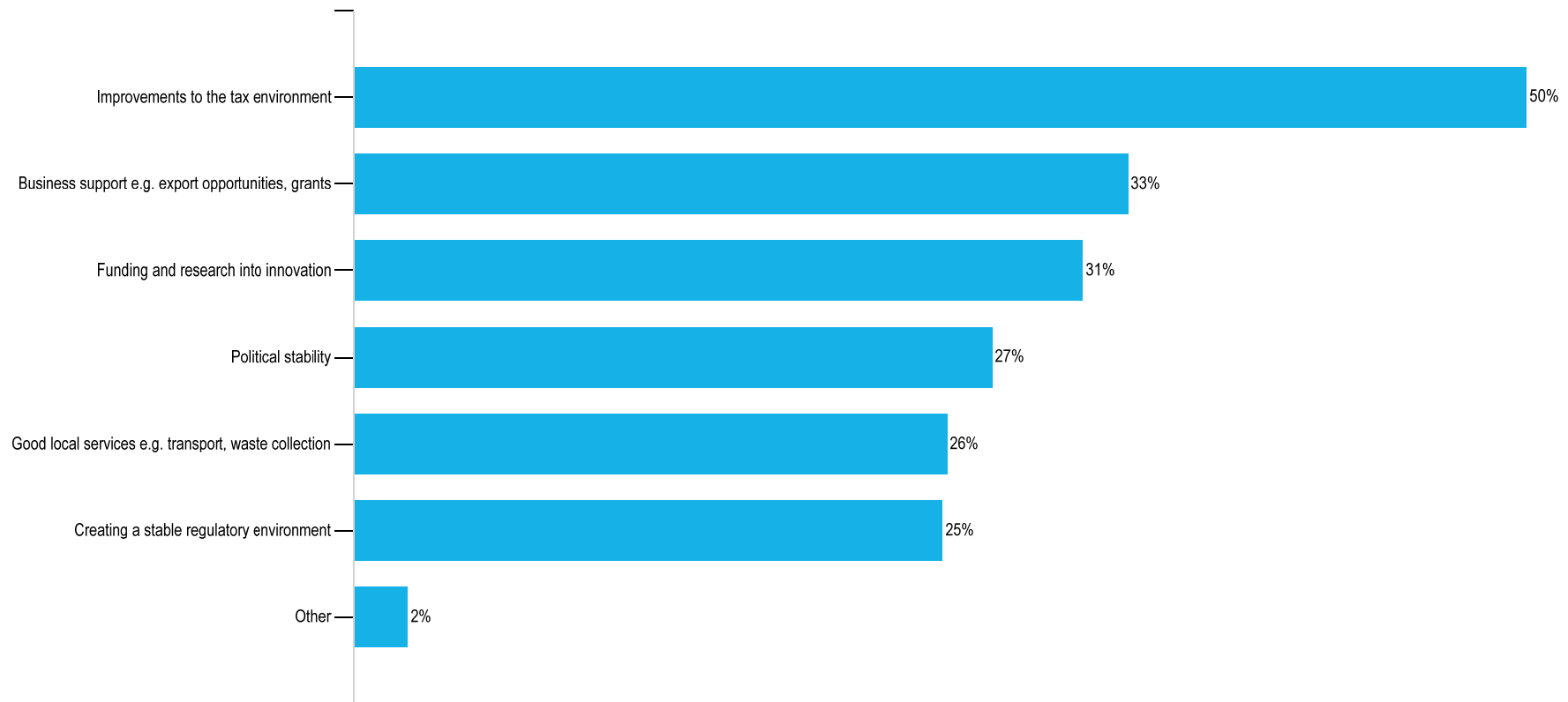
Do you feel SMBs are fairly represented in your country's political decision-making?

Yes No Don't know



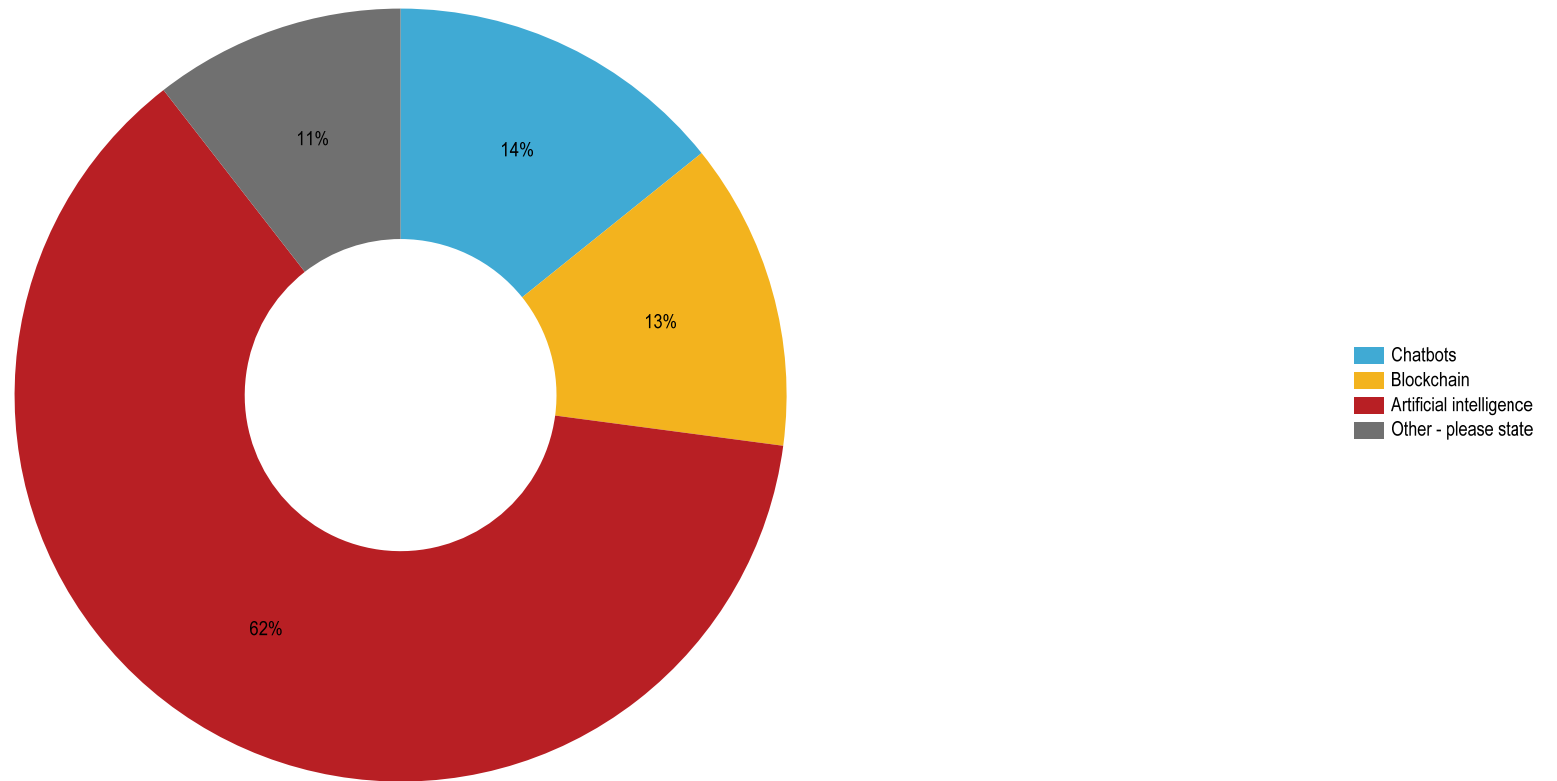
Q22

Looking at how governments can support small businesses, the most important factors are through:



Q23

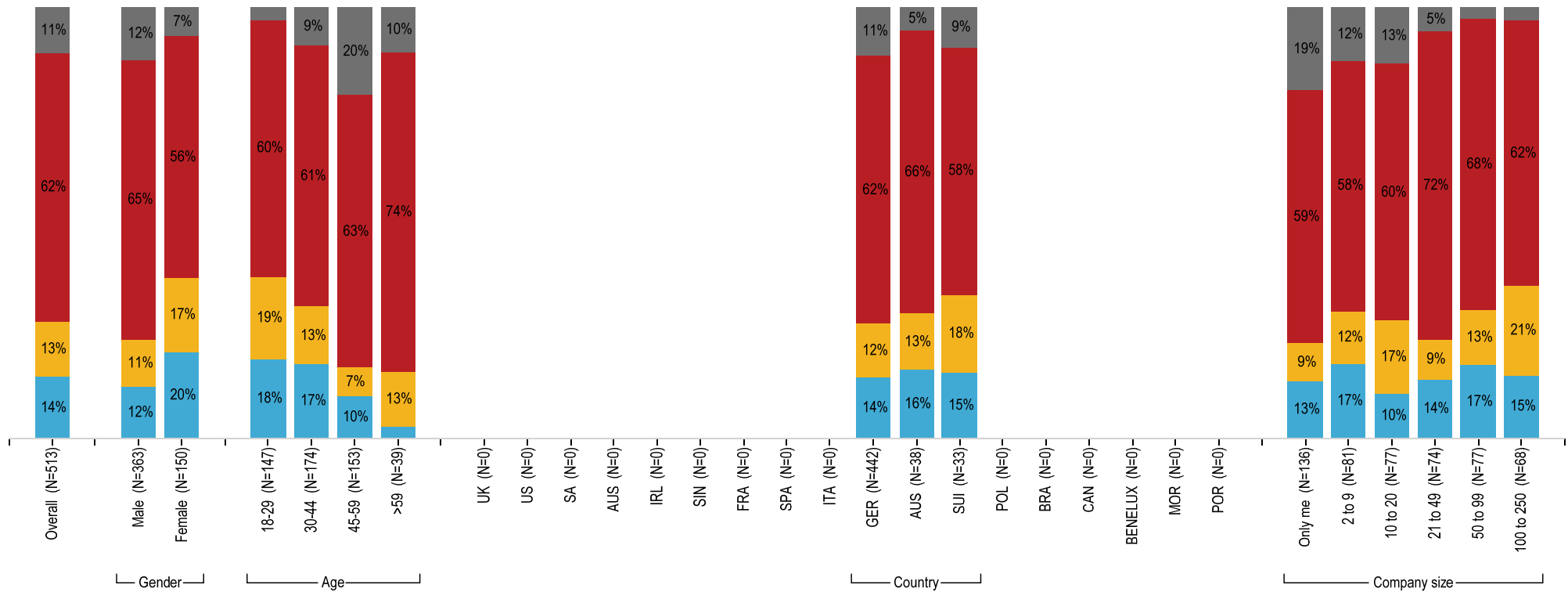
What do you see as the biggest technology trend in business for 2017?



Q23

What do you see as the biggest technology trend in business for 2017?

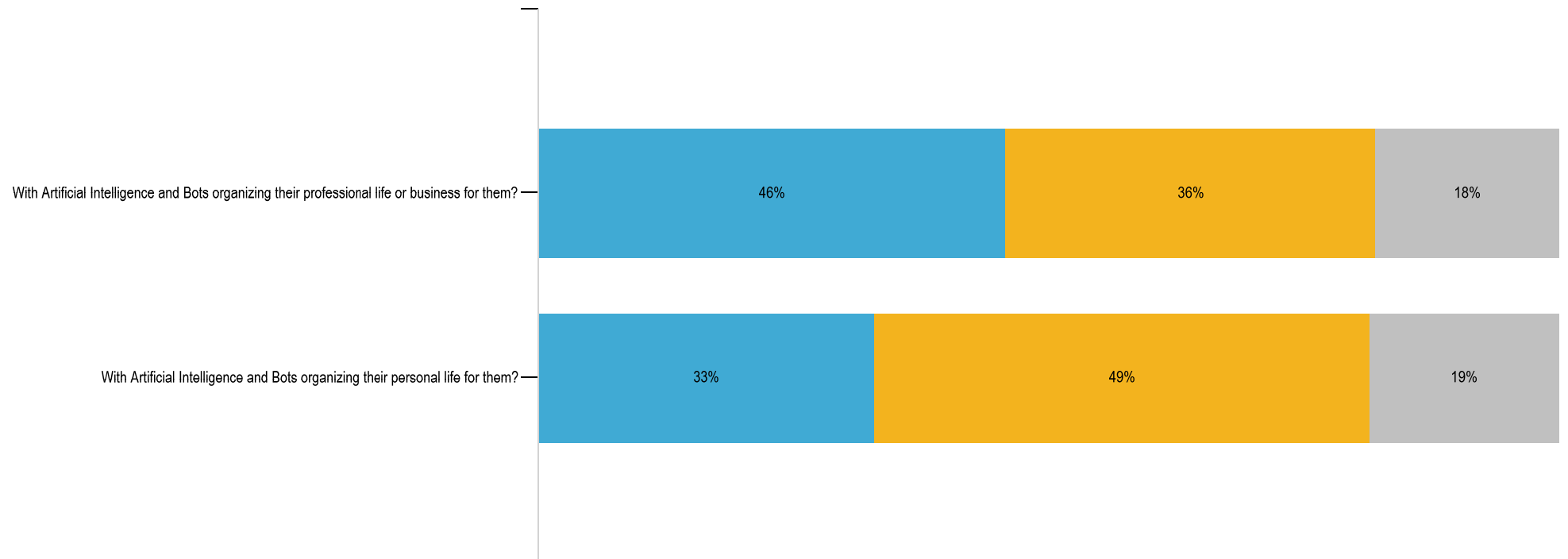
Chatbots Blockchain Artificial intelligence Other - please state



Q24

Do you think people will be comfortable with Artificial Intelligence and Bots organizing their personal life for them?

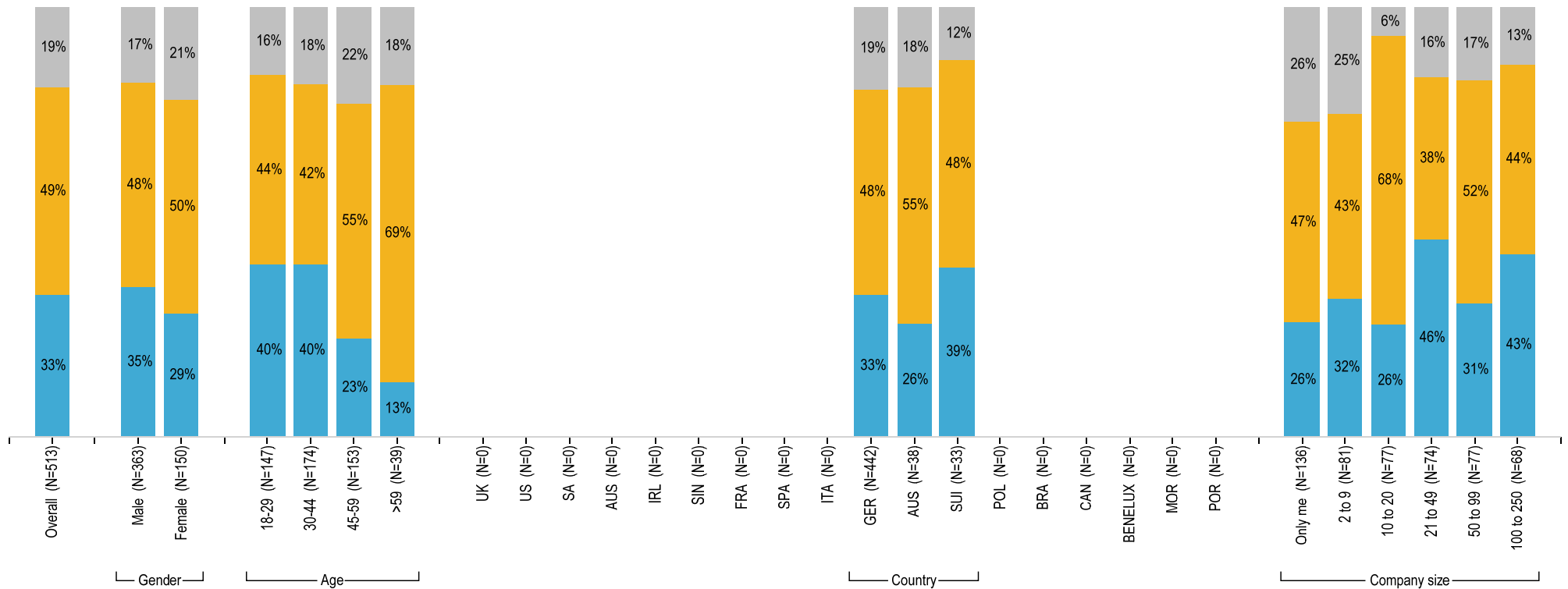
Yes No Don't know



Q24: With Artificial Intelligence and Bots organizing their personal life for them?

Do you think people will be comfortable with Artificial Intelligence and Bots organizing their personal life for them?

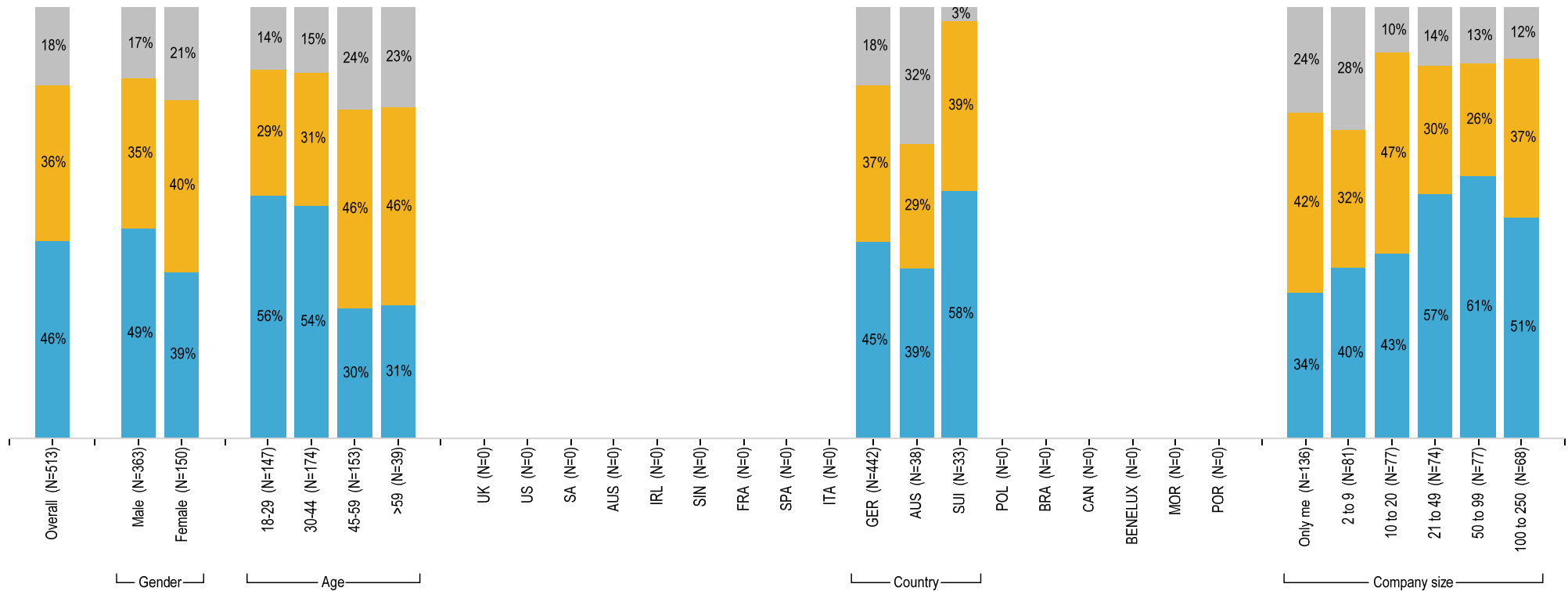
Yes No Don't know



Q24: With Artificial Intelligence and Bots organizing their professional life or business for them?

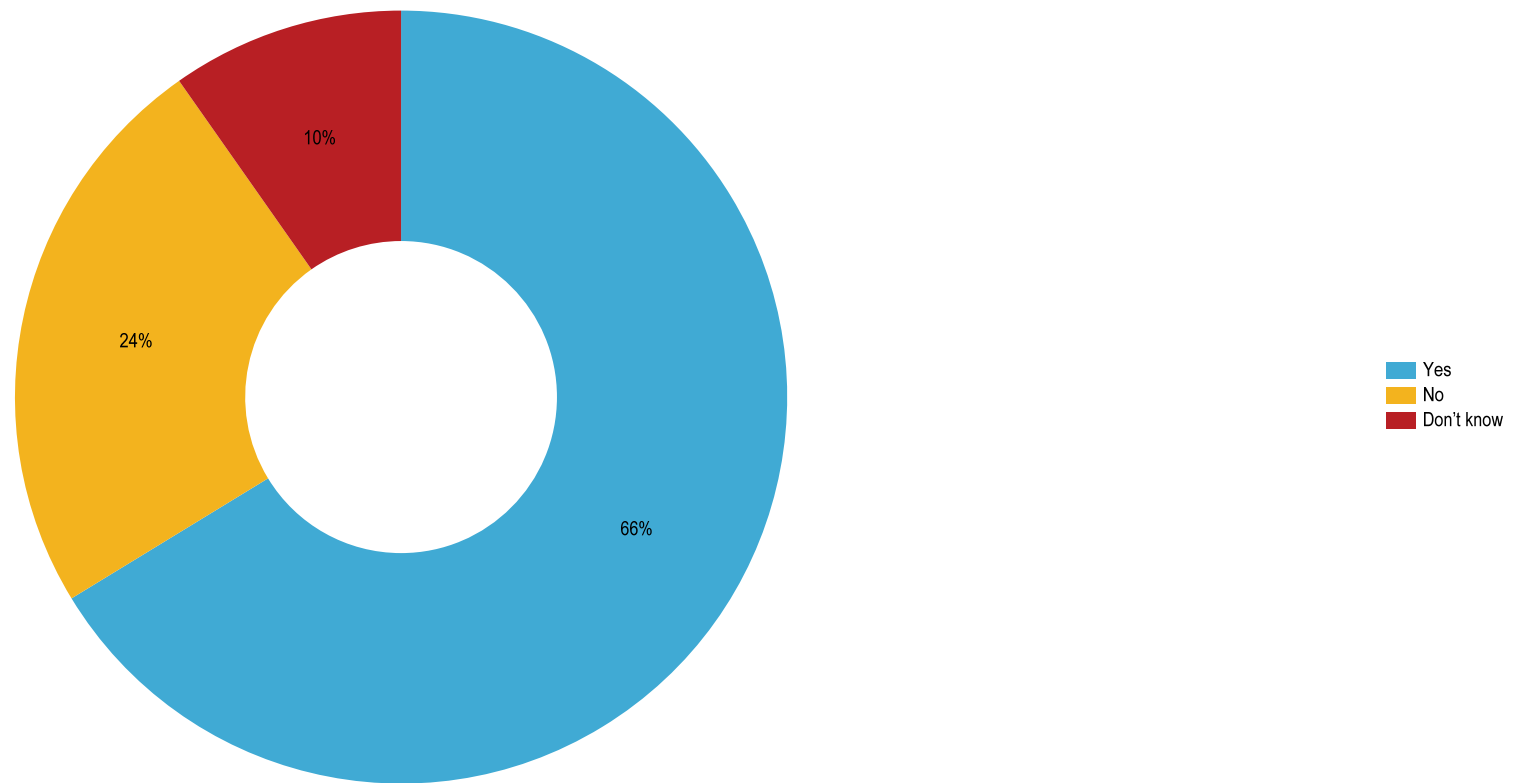
Do you think people will be comfortable with Artificial Intelligence and Bots organizing their personal life for them?

Yes No Don't know



Q25

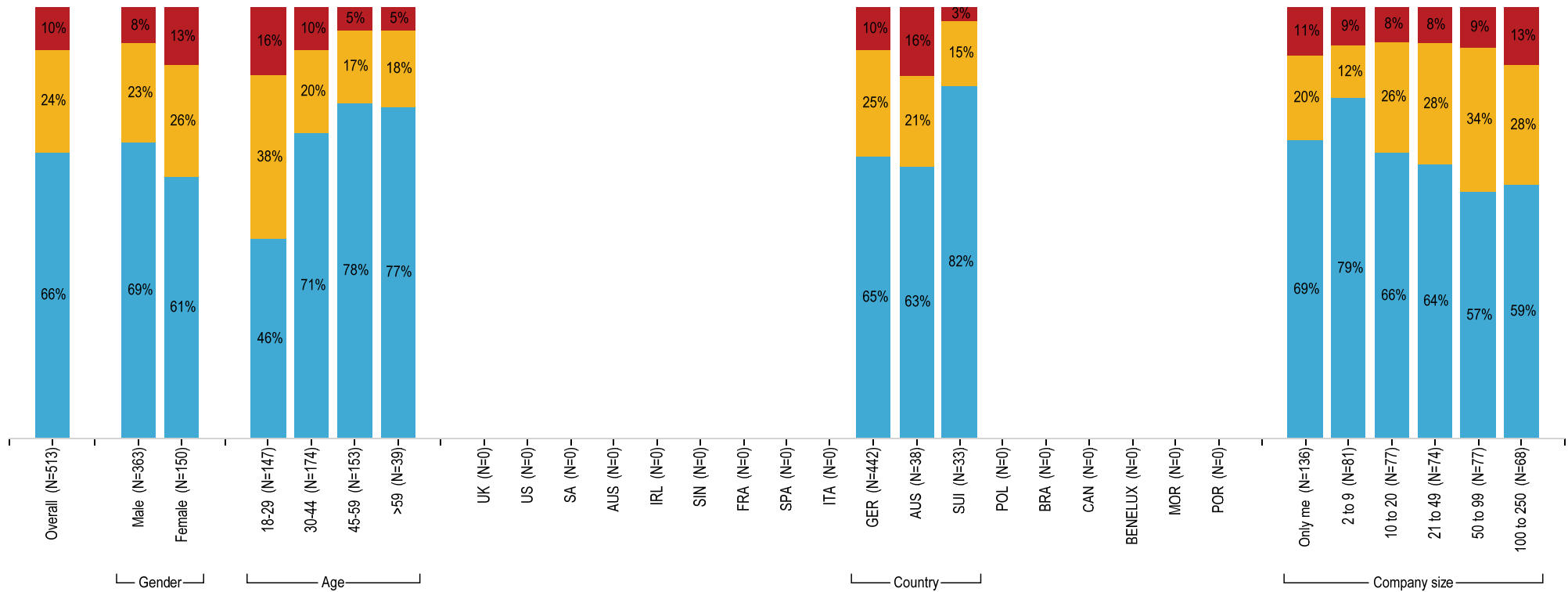
Expenses are time consuming, recording money in and out can be hard work - Would you welcome an 'admin free' world?



Q25

Expenses are time consuming, recording money in and out can be hard work - Would you welcome an 'admin free' world?

Yes No Don't know



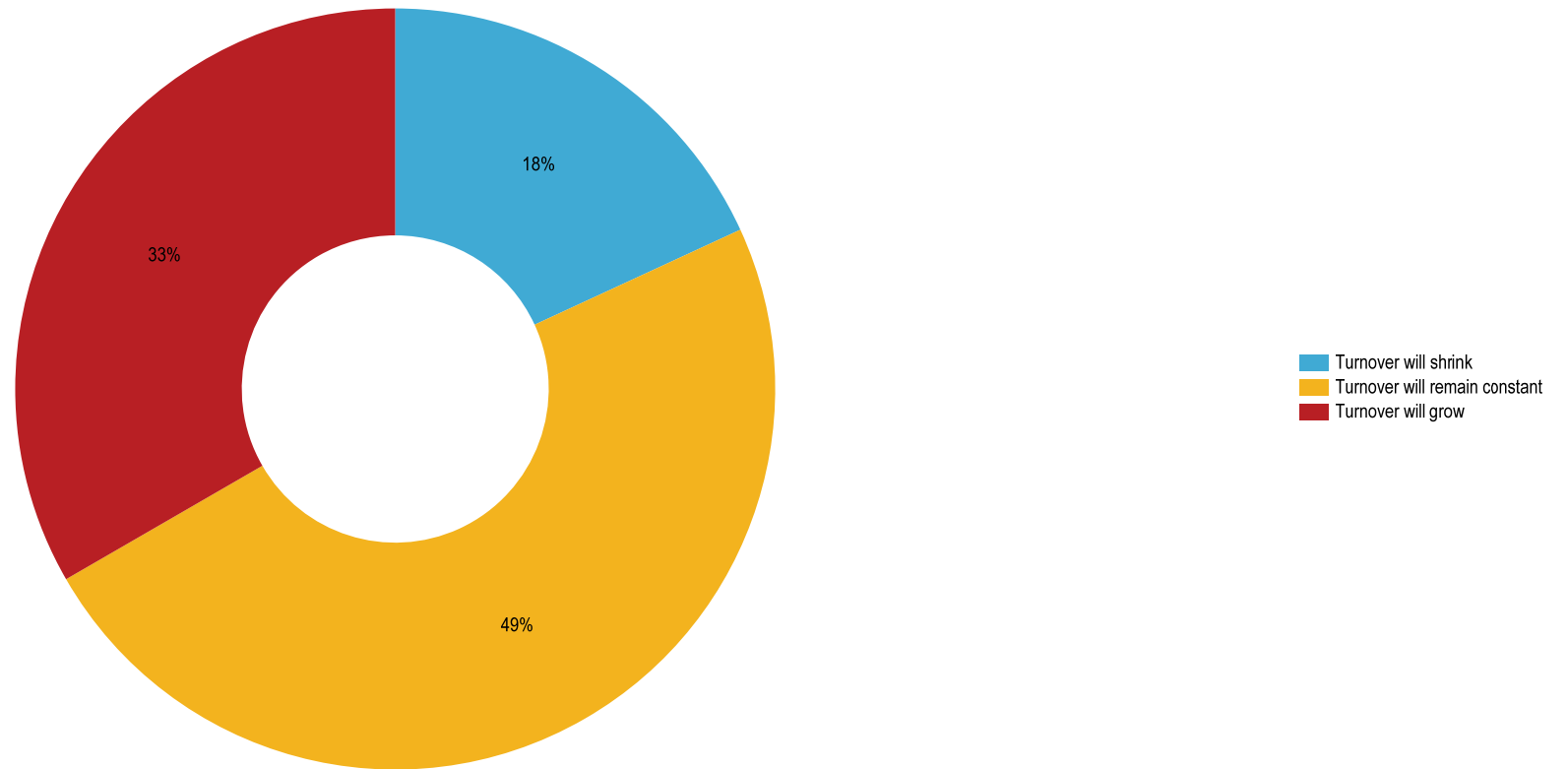
Q26

Thinking about how digital is impacting your business, which of the below do you think you have the right access to?



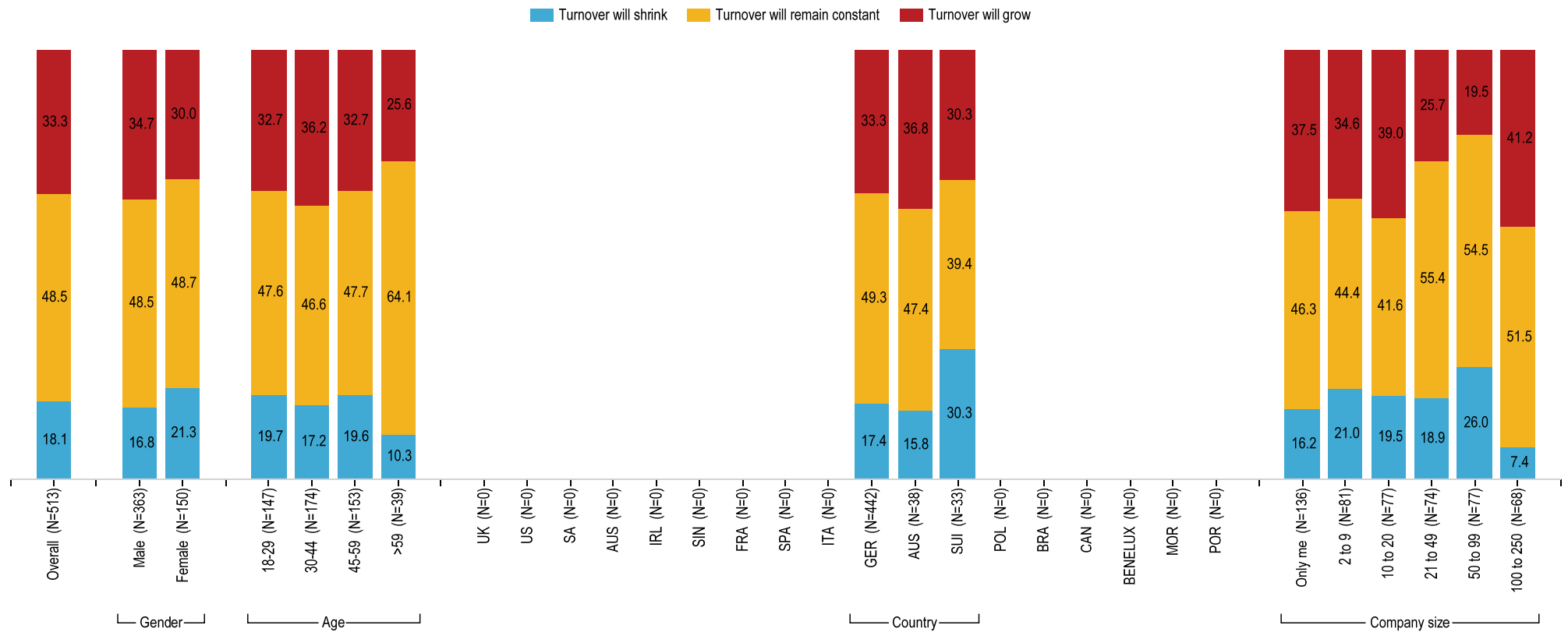
Q27

By how much do you anticipate your business's turnover to grow or shrink over the next twelve months?



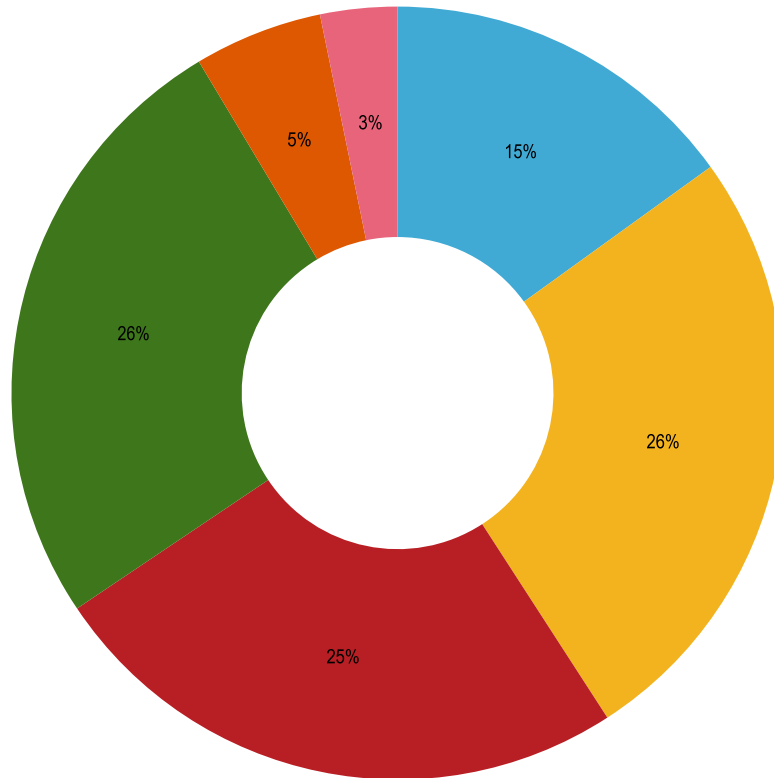
Q27

By how much do you anticipate your business's turnover to grow or shrink over the next twelve months?



Q28

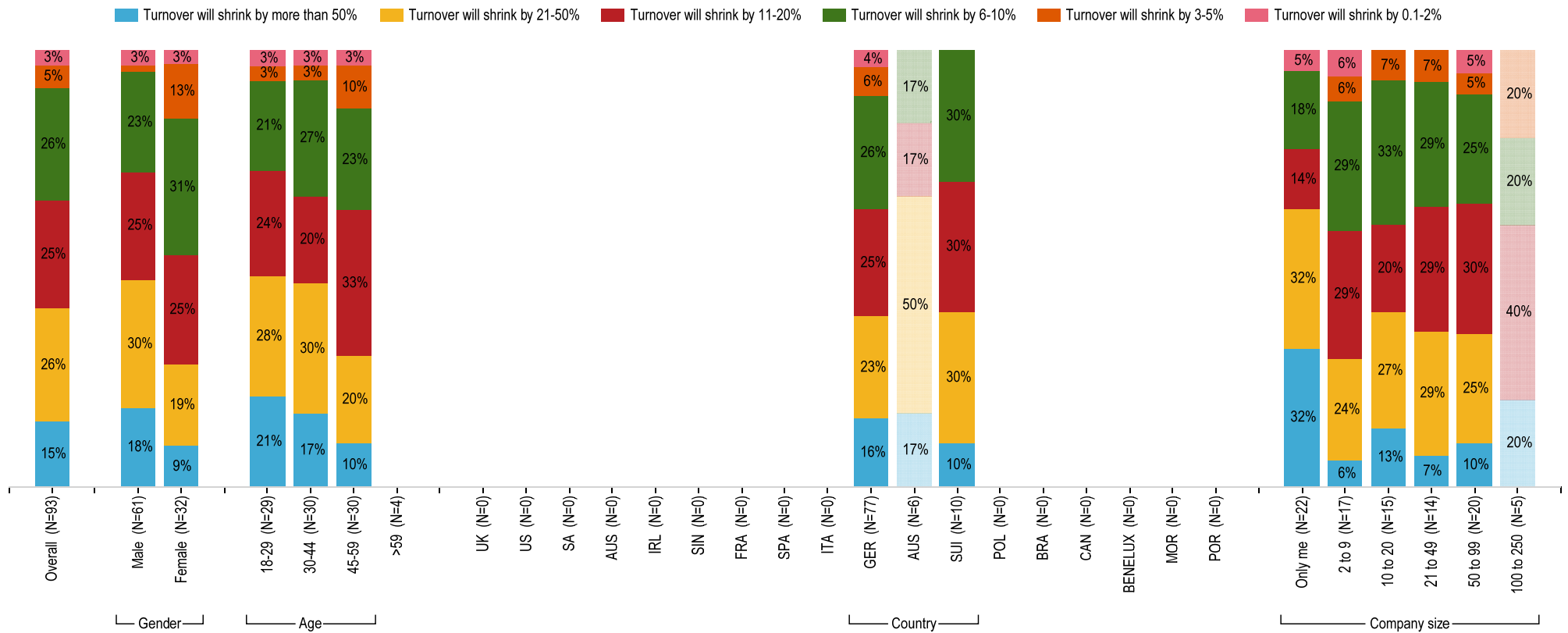
Please advise how much you anticipate your business's turnover to shrink over the next 12 months?



- Turnover will shrink by more than 50%
- Turnover will shrink by 21-50%
- Turnover will shrink by 11-20%
- Turnover will shrink by 6-10%
- Turnover will shrink by 3-5%
- Turnover will shrink by 0.1-2%

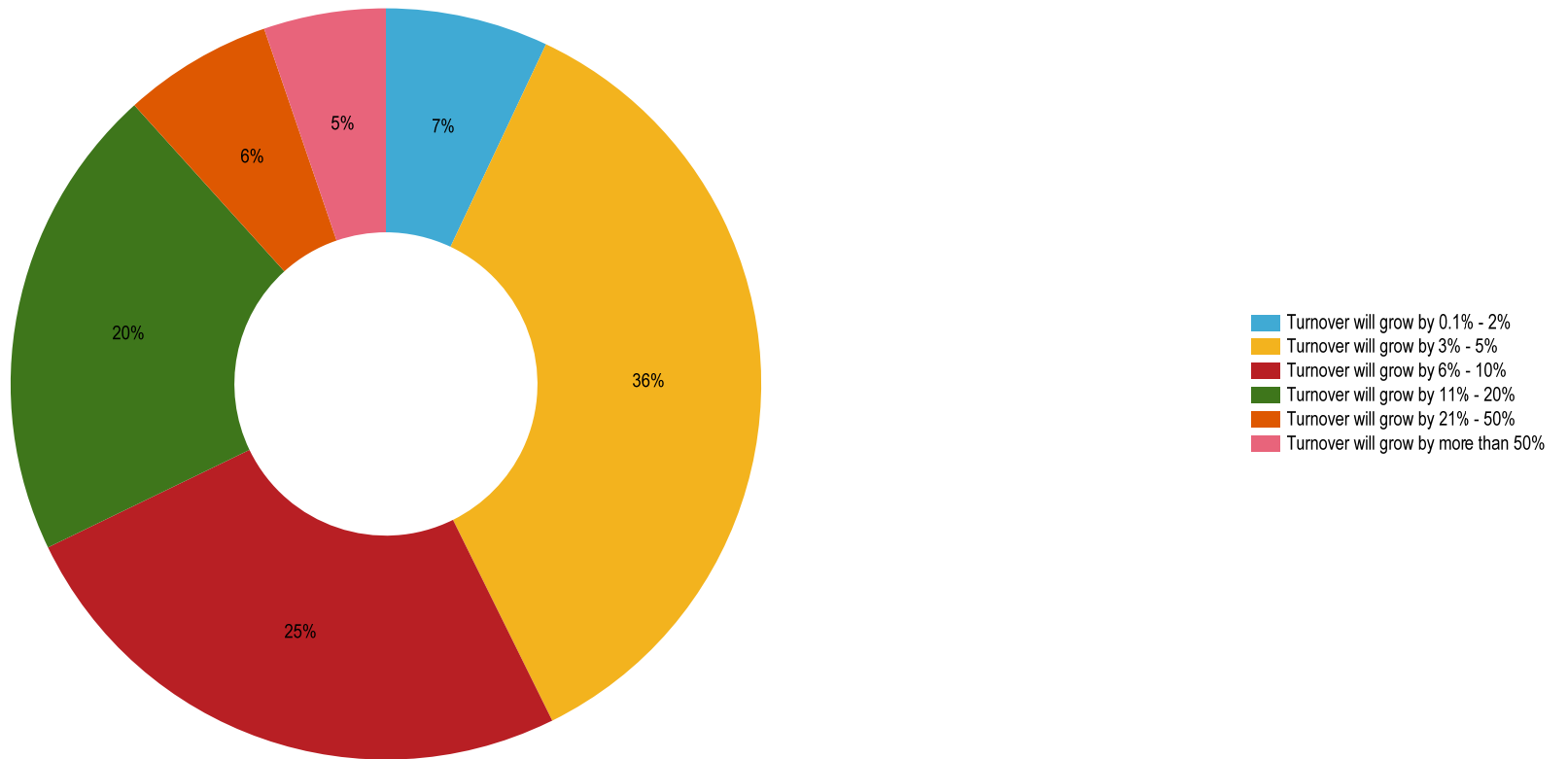
Q28

Please advise how much you anticipate your business's turnover to shrink over the next 12 months?



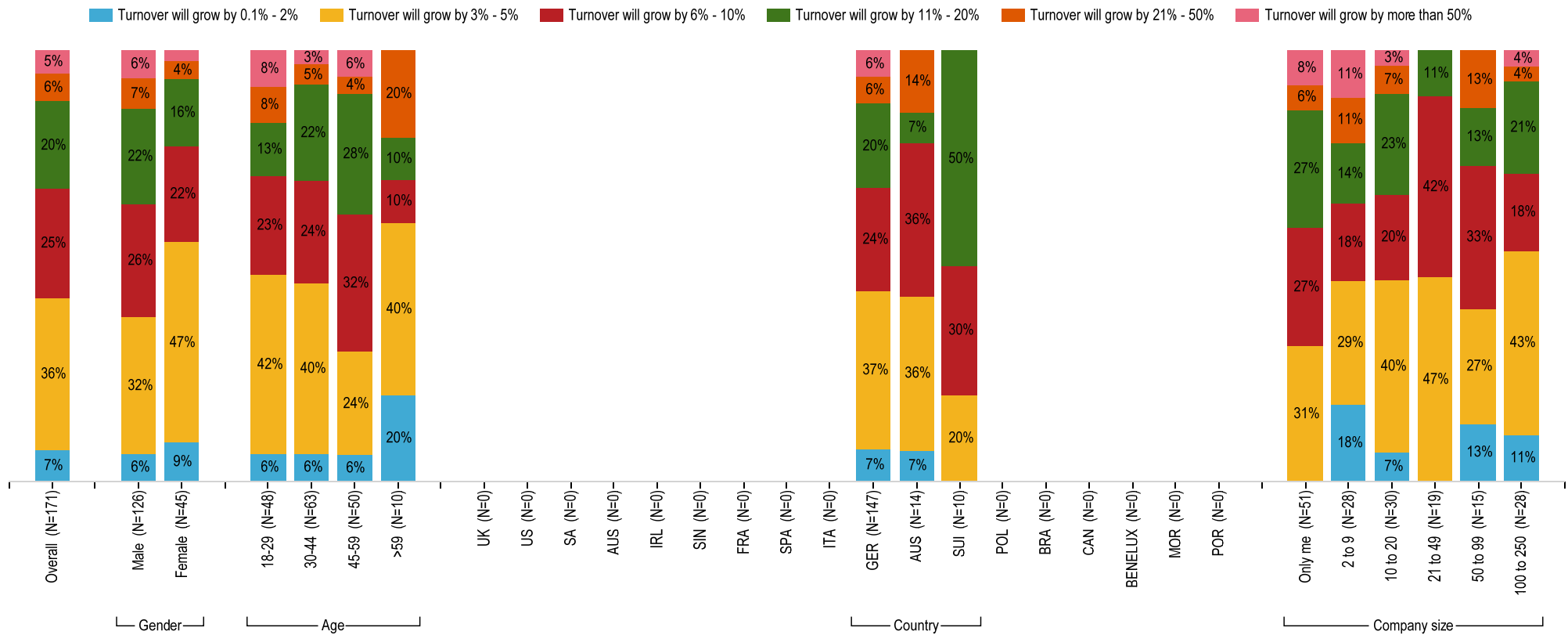
Q29

Please advise how much you anticipate your business's turnover to grow over the next 12 months?



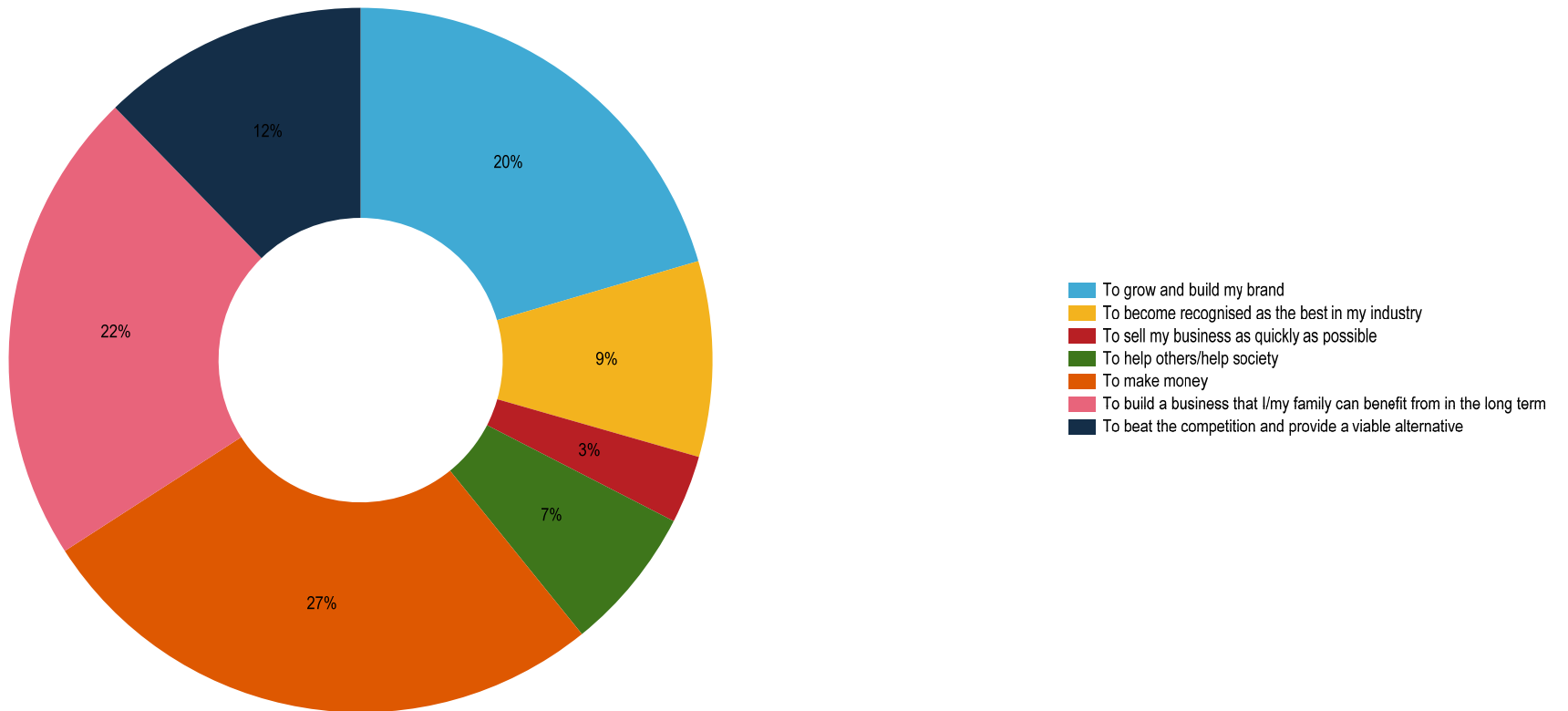
Q29

Please advise how much you anticipate your business's turnover to grow over the next 12 months?



Q30

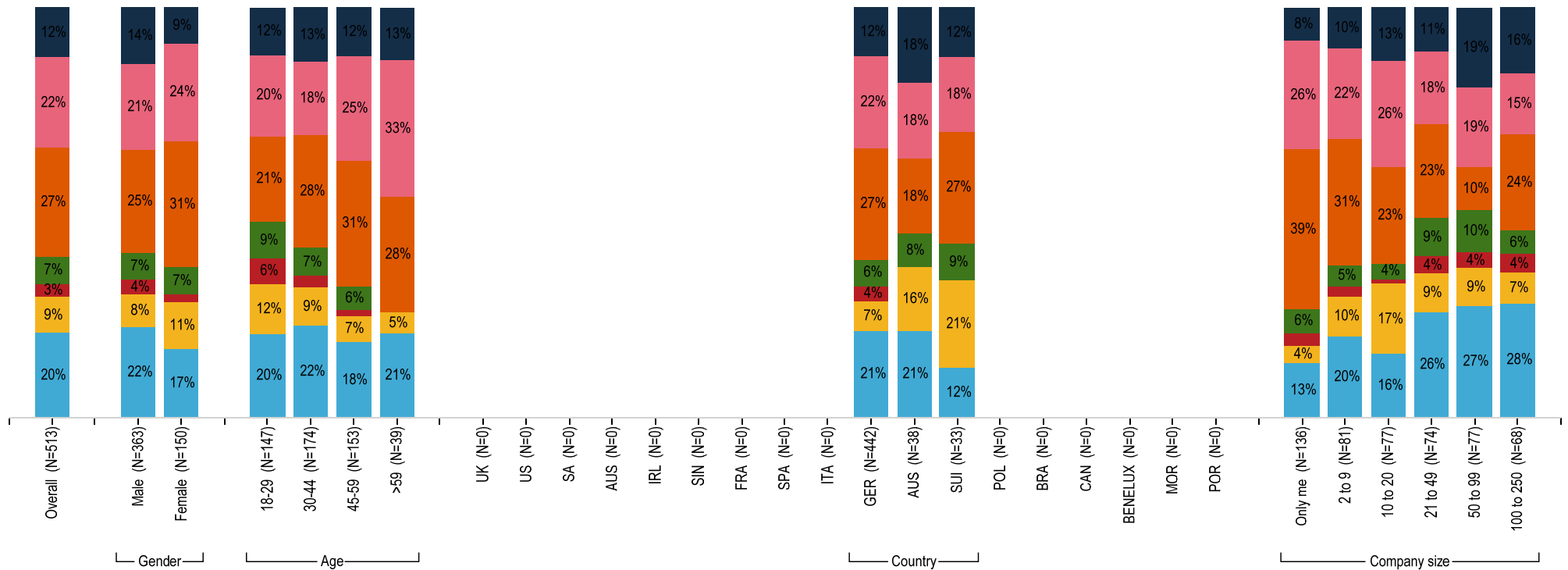
Which of the following objectives, from the below list, would you deem to be most important to you/your business?



Q30

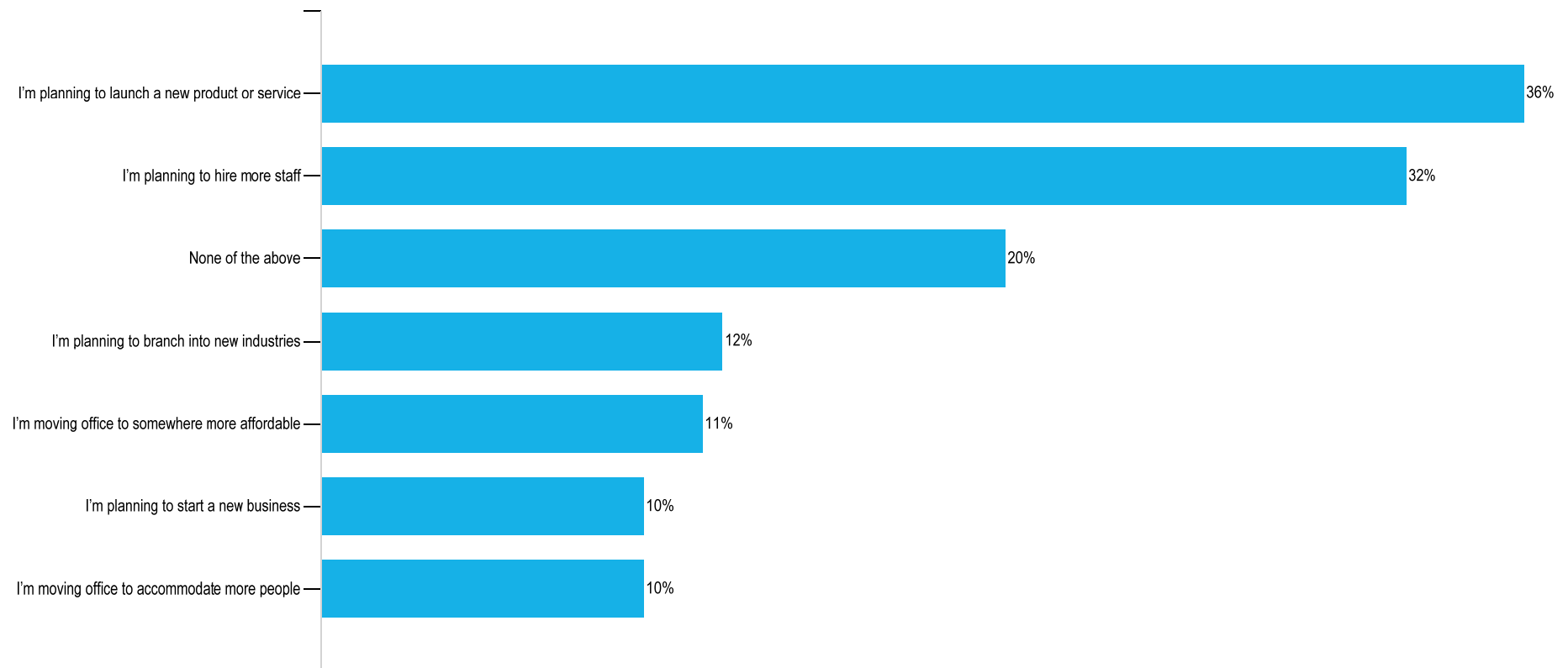
Which of the following objectives, from the below list, would you deem to be most important to you/your business?

- To grow and build my brand
- To become recognised as the best in my industry
- To sell my business as quickly as possible
- To help others/help society
- To make money
- To build a business that I/my family can benefit from in the long term
- To beat the competition and provide a viable alternative



Q31

Which of the following are you planning to do in the next 12 months?





CAPPUCCINO	3 ⁰⁰	4 ⁰⁰	
CORTADO	3 ⁰⁰		
COLD BREW			4 ⁰⁰
STRONG DRIP	2 ⁰⁰	2 ⁰⁰	3 ⁰⁰
AMERICANO	2 ⁰⁰		
• \$4 ⁵⁰ POUR OVER • \$1 ESPRESSO • \$2-\$4 TEA •			

Thank You

