

Practical Business Advice that works for you

In a recent survey called Enterprise Challenged, published by the Centre of Business Research in Cambridge, small and medium sized business Owners and Managing Directors were asked what constraints they had stopping them from meeting their business objectives and which factors were limiting their growth. The results, shown below, make very interesting reading and indicate the issues facing most businesses today. If you are facing any of these please put a tick next to the item and return this form to IBPL or fax it back to 0118 971 4710. This will help our business advisers to tailor their help to your specific needs.

<i>Constraints on Meeting Business Objectives</i>		✓
Increasing competition	31%	
Overall growth of market demand	26%	
Marketing and sales skills	25%	
Availability and cost of finance for expansion	23%	
Skilled labour	20%	
Availability and cost of overdraft finance	19%	
Management skills	18%	
Availability of appropriate premises or site	11%	
Difficulties in implementing new technology	9%	
Acquisition of technology	8%	
Access to overseas markets	6%	

<i>Factors Limiting Ability to Grow</i>		✓
Availability / cost of finance	25%	
Availability / cost of overdraft	23%	
Increased competition	22%	
Marketing and sales skills	20%	
Overall market growth	18%	
Skilled labour shortage	14%	
Management skills	12%	
Availability of premises	10%	
Implementing technology	9%	
Acquisition of technology	8%	
Access to overseas markets	3%	

If your specific needs are not covered above please feel free to add any specific requirements you have :-

From

Company : _____ Contact: _____

Phone : _____ Position: _____

- I have outlined my needs above please call me
- I am not interested at present but would like to be kept up to date with future developments, please use the following email address _____

Fax back to 0118 971 4710

