



# wavelength

2014

insights into the  
SME world

Recently DFK firms across Australia and New Zealand invited their clients to complete an opinion survey across a range of business issues.

The key highlights of the survey findings are illustrated in this overview document and **provide a snapshot into the challenges and focus of business owners today.**

presented by



## what are the **challenges** faced by business owners?



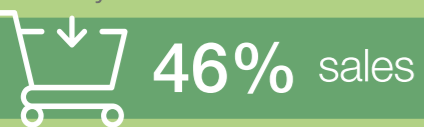
Facing conflicting priorities between working **on the business vs in the business**

## what new **skills** do business owners want to develop?

on a personal level



for my staff



**48%**  
understand and utilise Cloud technology and **see it playing a major role**

## how are business owners staying informed?



**61%** will never use **Twitter**  
**43%** will never use **Facebook**  
**52%** not interested in **Google Plus!**

## the changing face of business **technology**

**3 key technologies** adopted by business owners



**72%**  
mobile devices



**62%**  
Cloud based computing



**48%**  
Google apps



mobile networking is now a **need to have** for business owners

This survey covered Australian and New Zealand businesses and professionals in all industries - including manufacturing, mining, retail, construction, business services, accommodation, property, professional services, health & community, agriculture and more. 90% have an annual turnover up to AUD \$10 million.

# local knowledge global reach

big firm expertise  
with a hands on,  
personalised approach

Adelaide  
Auckland  
Brisbane  
Cairns  
Canberra  
Fremantle  
Gold Coast  
Melbourne  
Newcastle  
Perth  
Parramatta  
Sydney

## Why are the results from this survey important to you!

See what your fellow business owners are thinking, what they are focusing on and what technology they are using... are you ahead of or behind the pack?

### Thoughts from DFK ANZ

**Challenges:** The majority of business owners want to build profits and strengthen their businesses; however, the majority also believe they have their business foundations under control. Management of cash flow is a lesser concern. Possibly this is reflective of a predominance of well-established businesses owned by the baby boomers. A build up over the years of accumulated profits allows them the luxury of working on building their businesses without the constant worry of managing the day to day cash flow.

**Skills to build:** Again we see the consistent demand of business owners to build selling and marketing skills. More than ever before consumers have multiple channels to access information, to compare and consider purchasing alternatives. Being in the right place at the right time to catch a customer and close a sale has never been more of a challenge.

**Technology impact:** Business owners increasingly see mobile devices and cloud technology as a key business process tool giving them the freedom to workshift with no ties to traditional working hours and business locations. They collaborate online with clients and colleagues via business tools like Google Apps and enjoy the lower capital, hardware and software costs associated with mobile networking. If you're not yet in this space, is there an opportunity to move now to join an ever-growing industry trend?

**Market communications:** Finally, if you want to talk to other small to medium business owners this survey clearly shows where the forums are and that there is a clear distinction between the personal space and the business space. It's time to diversify, to explore and adopt these new communication channels but to make sure that, whatever the channels you select, you deliver content that is focused and directly related to your customers and their business needs.

**Your local DFK firm partners and representatives welcome the opportunity to further discuss the findings of this annual survey and the implications it has on your own business development.** For further information please refer to our website at [dfkanz.com](http://dfkanz.com)

**Stephen Bushell** Chairman DFK ANZ

