

Overview

Less than 10% of small businesses seek high growth, yet this small core has generated disproportionately high employment growth over the past year. The *Yellow Pages*TM Small Business IndexTM identified 8% of small businesses as seeking high or significant growth and these proprietors report employment growth averaging 10% over the past year. These 8% of small businesses account for some 27% of the gross employment growth of established small businesses. Small businesses with high growth aspirations also play a key role in Australia's export growth. These topics are examined in this *Yellow Pages* Small Business Index Special Report.

Profile of Small Businesses Seeking Higher Growth

The profile of small businesses seeking high growth is quite different from those seeking moderate or no growth. The main distinguishing characteristics are that high growth aspirants:

- are more likely to be in the business, finance and property services or recreational and personal services sectors;
- are more likely to employ five or more employees and to have higher turnover;
- are more likely to have proprietary company status;
- are relatively younger than other small businesses with almost a third having commenced in the past five years;
- are substantially more sophisticated in the use of business planning tools such as formal budgets, cash flow projections, written business plans and computerisation. This is particularly so in the use of written business plans where 78% of high growth firms have written business plans compared with only 40% for the average small business;
- are substantially more confident about their own business prospects in the year ahead, with a net 71% currently expressing confidence compared to 50% for the small business sector on average;
- are more bullish about prospects for the economy over the next year;
- are more likely to see Federal Government policies as supportive of small business. This is consistent with the greater use that high growth business make of government programmes such as NIES or those of Austrade;
- are more likely to export overseas, or plan to do so - 17% of high growth firms export overseas compared with only 13% of moderate aspiration businesses and 14% of businesses with no growth aspirations; and
- are more likely to be male, younger and Australian born.

Businesses seeking expansion were asked to indicate the strategies they intend to take to ensure growth. In rank order, these are:

- to develop and market new products and services - 61% of high growth aspirants definitely plan to do so, compared with only 38% of moderate growth seekers;
- increase expenditures on marketing activities - 71% of high growth firms compared to only 33% of moderate growth firms;
- diversify into new businesses - 39% of high growth firms intend to do so compared to only 18% of moderate growth firms;
- seek outside equity to fund growth - 19% of high growth firms intend to do so compared to only 6% of moderate growth seekers; and
- start to export or increase level of exports - 20% of high growth aspirants intend to do so compared with only 7% of moderate growth aspirants.

Exports

Almost a quarter of all small business proprietors (24%) surveyed indicated that it was feasible for their businesses to export. Currently, less than half of these (11%) export but importantly a further 5% plan to commence exporting in the future.

The implication of this **planned** move into export can be quantified by comparison with Austrade's register of exporters. Small businesses (less than 20 employees) on Austrade's register accounted for \$2.4 billion of export revenue in 1994. This understates the small business export contribution since the Austrade register covers firms participating in Austrade programs only (only 13% of proprietors of exporting small businesses surveyed in the *Yellow Pages* Small Business Index have had any advice or involvement with Austrade).

However, even against the Austrade base of \$2.4 billion for small business exports, the planned entry of a further 5% of Australian small businesses as measured in the *Yellow Pages* survey, points to a minimum increase of in excess of one billion dollars per annum in export revenue in the short to medium term. The results of the latest *Yellow Pages* Small Business Index, clearly suggest, therefore, that this sector will make a significant contribution to improving the Australian balance of payments in the next few years.

Current export activity amongst small businesses is most widespread in manufacturing where 19% of businesses export. Manufacturing businesses are also more likely to be planning to commence exporting (11%).

Businesses with higher turnover are more likely to be involved with exports. Twenty percent of small businesses with turnover in excess of half a million dollars are now exporting compared to only 6% of firms with a turnover of less than half a million dollars.

Current and planned export activity is most prevalent amongst small businesses in Victoria and Queensland with Victorian small businesses most likely to be planning to move into exports.

Introduction

The *Yellow Pages* Small Business Index is an ongoing series of surveys designed to track confidence and behaviour in the small business sector.

The primary objectives of the Index are to track small business activity over the past three months; expectations over both the next three and 12 months; and to measure overall confidence within the small business community. A second purpose is to provide an independent, objective channel for reporting proprietors' experience and attitudes on key issues.

Each quarter, the Index examines one or more special issues in addition to these key economic indicators. In the February 1995 survey, we focus on growth aspirations of small business. To what extent do businesses wish to grow; what strategies will they adopt to achieve their growth objectives; to what

extent is exporting an integral part of growth planning; and, in overall terms, how important are exports to the small business community.

This special report follows on from the November 1993 investigation of the social issues associated with running a small business and the "Women in Business" study in July 1994.

The Index is an initiative of Yellow Pages Australia as part of its commitment to this vital business sector and is conducted by the research firm Brian Sweeney and Associates. Economic advice is provided by economic consultant, Dr. John Marsden of Marsden Jacob Associates.

About this Special Report

The Index is the largest economic survey of small business in Australia and focuses specifically on businesses employing nineteen people or fewer.

The Index uses a panel of at least 1,000 randomly selected small business proprietors who are interviewed by telephone every three months.

The panel was drawn from all metropolitan and non-metropolitan regions of Australia. Quotas are set on geographical location and type of business (ASIC) division to produce the standard sample breakdown shown opposite. Where replacement panellists are recruited this sample breakdown is maintained.

Because this is a quota sample, at the analysis stage results are weighted by ASIC division within the metro and non-metro region of each State to reflect actual small business population distribution. The ABS Business Register as at February 1994 is used to weight the sample to be representative of the total business population.

Interviewing for this latest (February) survey was conducted over the period 30th January to 8th February, 1995.

LOCATION OF BUSINESSES

	TOTAL	METRO	NON-METRO
NSW/ACT	200	160	40
VIC	200	160	40
QLD	200	110	90
SA/NT	150	130	20
WA	150	130	20
TAS	100	60	40
TOTAL	1000	750	250

ASIC DIVISION

C (MANUFACTURING)	180
E (BUILDING/CONSTRUCTION)	180
F (WHOLESALE/RETAIL)	180
G (TRANSPORT/STORAGE)	100
I (FINANCE/PROPERTY/BUSINESS SERVICES)	180
L (RECREATION/PERSONAL & OTHER SERVICES)	180
TOTAL SAMPLE	1000

Growth Aspirations

Small business proprietors were asked whether they were actively seeking significant expansion; seeking to grow moderately; seeking to stay the same size; or seeking to become smaller.

Eight percent of small businesses are seeking significant expansion with a further 61% seeking moderate growth. However, over a quarter (28%) are content to remain at their current operating level, and 3% would like to reduce this to some extent.

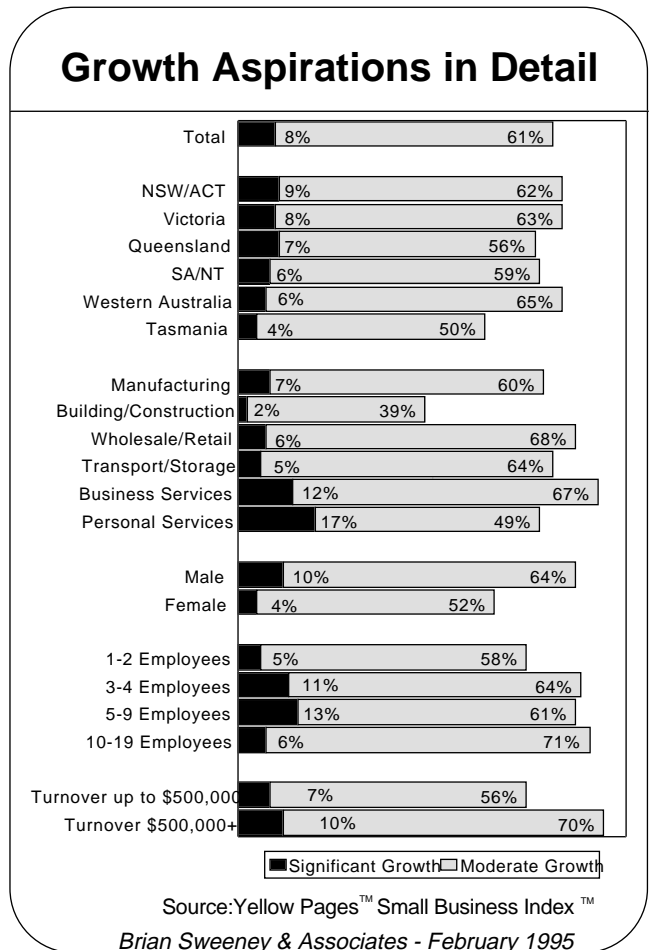
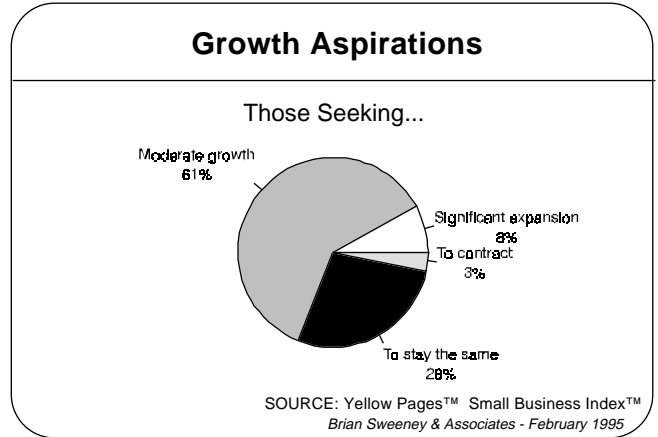
Across the states, NSW/ACT, Victorian and Western Australian businesses tend to be more growth oriented; Tasmanian companies are least likely to be planning expansion.

Growth aspirations are higher for firms employing over ten employees and for those with larger turnovers.

Aspirations for *significant* expansion are strongest in the recreational and personal services (17%) and in the financial, property and business services sector (12%). Small businesses in the building/construction sector are least likely to be seeking significant or moderate expansion.

We also note that women proprietors are less likely to be seeking growth than male proprietors.

In the pages to follow, we examine the profile of the growth oriented businesses in greater detail.



Profile of the Growth Oriented Businesses

Business Details

High growth oriented small businesses are more likely to be in the business services and personal services.

For example, whereas 'business services' represents just 26% of all small businesses, this sector accounts for 38% of small businesses seeking significant growth. Similarly whereas 'personal services' represents 11% of all small businesses, it represents 22% of businesses seeking significant growth.

Conversely, the building and construction and the transport/storage sectors are under represented amongst significant growth businesses.



Those with significant growth aspirations are more likely to fall into the larger small business category - over half (51%) employ five or more staff compared with just 37% for all small businesses.

Although these high growth oriented businesses only represent 8% of all small business they employ over 10% of all small business employees.

Growth oriented small businesses also tend to be businesses with higher turnover (\$500,000+).

Business proprietors with significant growth plans are more likely to adopt proprietary company status. They are rarely involved in a partnership. Just 72% of significant growth businesses are family concerns - below the 80% average for all small business.

Business Sector				
	All Businesses	Significant Growth Businesses	Moderate Growth Businesses	No Growth Businesses
Manufacturing	8%	8%	8%	9%
Building/Construction	14%	3%	9%	27%
Wholesale/Retail	34%	26%	39%	28%
Transport/Storage	6%	3%	7%	6%
Business Services	26%	38%	29%	18%
Personal Services	11%	22%	9%	12%
	100%	100%	100%	100%

 = Above industry average
 = Below industry average

SOURCE: Yellow Pages™ Small Business Index™
 Brian Sweeney & Associates - February 1995

EMPLOYEES:

All Businesses	Significant Growth Businesses	Moderate Growth Businesses	No Growth Businesses
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High growth small businesses are relatively young compared with the average - almost one-third (28%) having commenced operation in the past five years.

Age of Business				
	All Businesses	Significant Growth Businesses	Moderate Growth Businesses	No Growth Businesses
BUSINESS ESTABLISH:				
In last 5 years	19%	28%	19%	16%
6-10 years ago	26%	33%	27%	22%
Over 10 years	55%	34%	54%	61%

○ Above industry average

SOURCE: Yellow Pages™ Small Business Index™
 Brian Sweeney & Associates - February 1995

Demographic Characteristics of the Proprietor

As pointed out earlier, women are less likely to be planning growth than their male counterparts. Overall, women make up 26% of all small business proprietors but only 12% of those seeking growth.

This does not necessarily mean that women proprietors are avoiding growth. We know from earlier research in this area that women small business proprietors tend to be somewhat more realistic than men in their business outlook. They are more pragmatic and conscientious and less likely to have unrealistic aspirations (ref: *Yellow Pages* Small Business Index Special Report - Women in Business: July 1994).

Growth oriented small business proprietors tend to be younger. Forty percent of those with significant growth aspirations are forty years or age or younger - compared with just 33% of the total small business proprietor population who fall into this age group.

There is some evidence to suggest that those with significant (or moderate growth) aspirations are more likely to be Australian born than those with no plans to grow.

	All Businesses	Significant Growth Businesses	Moderate Growth Businesses	No Growth Businesses
GENDER:				
Male	74%	88%	78%	63%
Female				

Business Planning and Orientation

High growth aspirants are substantially more sophisticated in the use of business planning tools. For example, 61% of high growth businesses operate a formal budget process compared with just 40% of those with no growth aspirations. Perhaps the most significant difference, however, lies in the use of **written business plans**. Those with significant growth aspirations are almost twice as likely to use this tool than the average small business operator.

	All Businesses	Significant Growth Businesses	Moderate Growth Businesses	No Growth Businesses
USE:				
Formal Budgets	45%	61%	46%	40%

Seventeen percent of the high growth firms currently export overseas and a further 7% have plans to do so. Overall, then, almost one-quarter (24%) are export oriented versus just 16% of all small business operations. High growth firms are also more likely than average to be interstate exporters.

Export Orientation				
	All Businesses	Significant Growth Businesses	Moderate Growth Businesses	No Growth Businesses
OVERSEAS EXPORTS:				
Currently Export	11%	17%	13%	4%
Do Not Export But Plan to	5%	7%	7%	2%
No Export Plans	84%	76%	80%	94%
Currently Export Interstate	38%	58%	42%	25%
<small>○ Above Industry Average</small> SOURCE: Yellow Pages™ Small Business Index™ <small>Brian Sweeney & Associates - February 1995</small>				

High growth oriented businesses have already made substantial strides over the past year with average employment increasing by 10%.

Those with moderate growth aspirations have increased their employment growth by 4% over the past year. Those with no growth plans have decreased employment by 6%.

Although only representing 8% of the small business population, these significant growth firms accounts for 27% of the gross increase in small business employment.

Employment Growth in Past Year				
	All Businesses	Significant Growth Businesses	Moderate Growth Businesses	No Growth Businesses
Average number of employees one year ago	4.49%	5.23%	4.56%	4.18%
Average number of employees now	4.58%	5.76%	4.75%	3.92%
Percentage Increase	1.2%	110%	4%	-6%
<small>○ Above Industry Average</small> SOURCE: Yellow Pages™ Small Business Index™ <small>Brian Sweeney & Associates - February 1995</small>				

Confidence and Outlook

Consistent with their commitment to growth, those falling into the significant growth segment are more confident about their business prospects for the year ahead. Eighty-one percent are 'extremely' or 'fairly' confident - versus 66% for small business as a whole and less than 50% for non-growth oriented firms.

High growth businesses are also more bullish about prospects for Australia's economy over the next year. One-third expect it to improve - well above the average of 22% and the 19% for non-growth businesses.

High growth businesses are more likely to see Federal Government policies as supportive of small business. This is consistent with the greater use that high growth businesses make of government programmes such as Austrade or NIES. This more favourable assessment of government policies is not, however, extended to State Government. Significant growth proprietors are marginally less positive than the average small business proprietor in their assessment of State Government policies.

Overall Confidence in Own Prospects

	All Businesses	Significant Growth Businesses	Moderate Growth Businesses	No Growth Businesses
Extremely Confident	11%	28%	11%	8%
Fairly Confident	55%	53%	60%	43%
Neither Confident nor Worried	18%	9%	17%	23%
Fairly Worried	14%	10%	11%	23%
Extremely Worried	2%		1%	5%
Net Confident	50%	71%	59%	41%

○ Above industry average SOURCE: Yellow Pages™ Small Business Index™
Brian Sweeney & Associates - February 1995

Outlook for the Economy in a Year's Time

	All Businesses	Significant Growth Businesses	Moderate Growth Businesses	No Growth Businesses
EXPECT ECONOMY TO BE:				
Better	22%	33%	22%	19%
The Same	30%	30%	26%	38%
Worse	47%	36%	51%	42%

○ Above industry average SOURCE: Yellow Pages™ Small Business Index™
Brian Sweeney & Associates - February 1995

All
Businesses

Signif-
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Strategies to Ensure Growth

In response to the question "What courses of action do you plan to take to ensure that your business grows?", more than two-fifths (43%) of those seeking expansion spontaneously mentioned marketing and promotion.

Just under one in four indicate they would achieve this outcome through improved product or service quality. A similar proportion are looking towards expansion of their range of products. Seventeen percent are planning to improve their overall efficiency and the same proportion to extend the area in which they market their goods or services. Fifteen percent are looking to physical expansion - larger premises, more or better equipment, additional staff and so on.

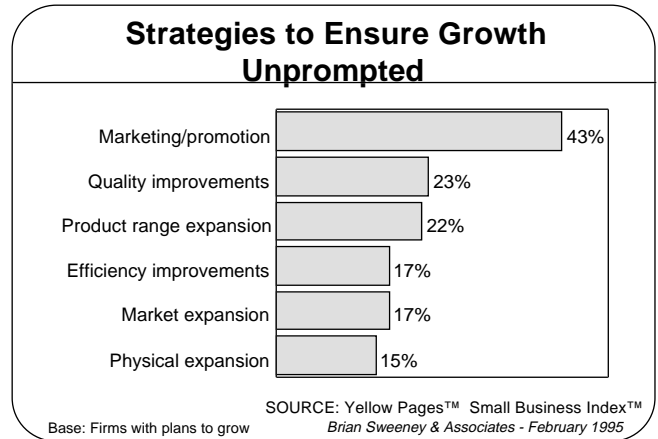
Firms seeking expansion were asked their intentions with regard to the following courses of action:

- 1 Developing and marketing new products and services
- 2 Increasing expenditure on marketing activities
- 3 Diversifying into new businesses
- 4 Seeking outside equity to fund growth
- 5 Starting or increasing exports

As illustrated opposite, around four in ten small businesses with expansion plans definitely anticipate achieving their growth objectives by developing/marketing new products or services (41%), and by increasing expenditure on marketing activities (38%). Around one in five (21%) envisage diversifying their businesses and just 8% would definitely seek equity finance from external sources to fund expansion.

Expanding into export markets (or increasing the current level of exports) is the least likely strategy for expansion. Whereas 8% definitely plan to do this, and a further 5% might consider it, the vast majority (87%) indicate they are unlikely to expand by seeking overseas markets.

Each of these five key strategies to ensure growth are examined in more detail in the pages to follow.



	Definitely Plan To Do	Might Consider	Unlikely To Do
Develop and market new products or services	41%	27%	33%
Increase expenditure on marketing activities	38%	28%	34%
Diversify into new business	21%	20%	59%
Seek outside equity finance to fund growth	8%	16%	76%
Start to export or increase current level of exports	8%	5%	87%

SOURCE: Yellow Pages™ Small Business Index™
 Brian Sweeney & Associates - February 1995
 Base: Firms with plans to grow

Growth Strategy One: Developing and Marketing New Products and Services

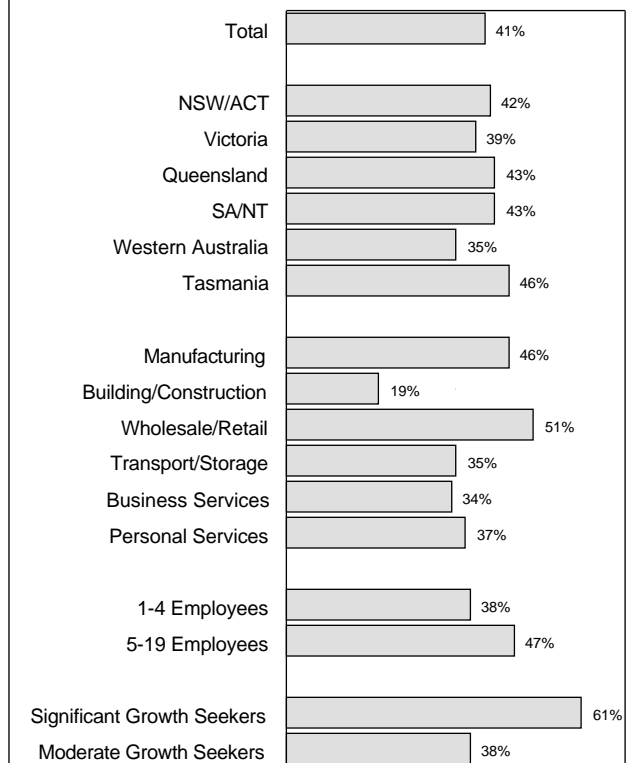
Overall, 41% of those seeking to expand definitely propose to use the strategy of developing new products and services to do so (a further 27% might consider doing so).

Firms in Western Australia are a little less likely than average to support this approach. Those in the wholesale/retail sector most often favour this strategy but businesses in building/construction rarely see this as a growth mechanism.

Those businesses with five or more employees are more strongly oriented towards this strategy.

Sixty-one percent of proprietors seeking significant growth have definite plans to market new products and services. This compares with only 38% of those seeking moderate growth who plan to use this strategy.

Proportion of Growth Seeking Firms Who Definitely Plan to Develop and Market New Products and Services



Source: Yellow Pages™ Small Business Index™
Brian Sweeney & Associates - February 1995

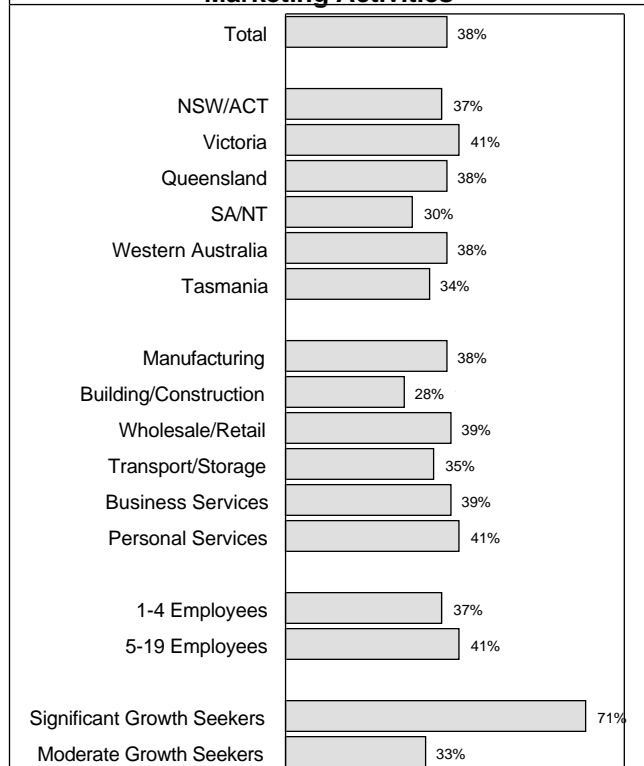
Growth Strategy Two: Increasing Expenditure on Marketing Activities

Thirty-eight percent of proprietors seeking growth definitely plan to increase marketing expenditure as a means of ensuring growth with a further 28% giving it some consideration.

Businesses in the building/construction sector are least likely to see this as a viable strategy.

Those with significant growth expectations are over twice as likely as those with moderate growth plans to increase marketing expenditure.

Proportion of Growth Seeking Firms Who Definitely Plan to Increase Expenditure on Marketing Activities



Source: Yellow Pages™ Small Business Index™

Brian Sweeney & Associates - February 1995

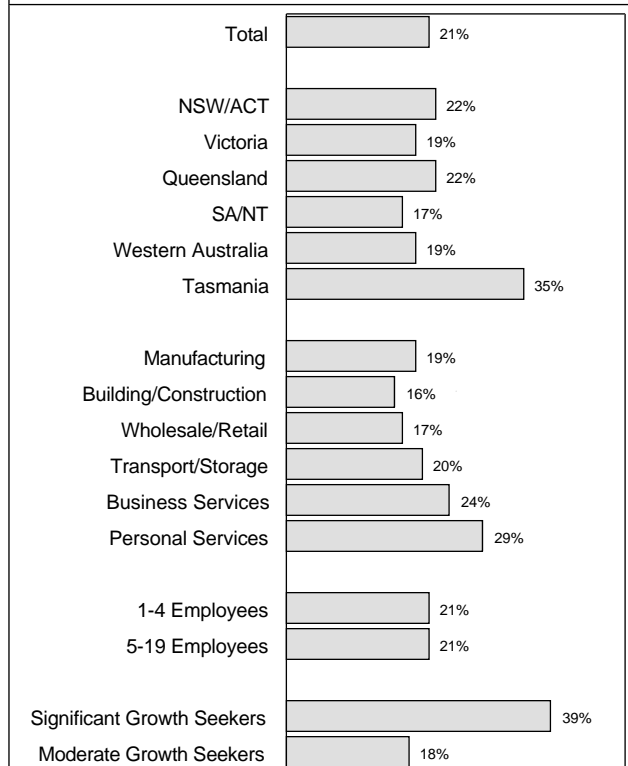
Growth Strategy Three: Diversification Into New Businesses

One in five businesses seeking growth have definite plans to diversify into new businesses - a further 20% might consider so doing.

Tasmanian businesses show the greatest inclination to diversify; firms involved in business services and personal services also frequently favour this approach.

Those with significant growth plans are twice as likely to strongly endorse this approach as those with only moderate plans to expand.

Proportion of Growth Seeking Firms Who Definitely Plan to Diversify Into New Businesses



Source: Yellow Pages™ Small Business Index™

Brian Sweeney & Associates - February 1995

Growth Strategy Four: Seek Outside Equity Finance to Fund Growth

Only 8% of growth oriented businesses definitely plan to seek outside equity to fund their growth - a further 16% might consider doing so.

Tasmanian businesses and those in the business services sector are least likely to be considering equity finance.

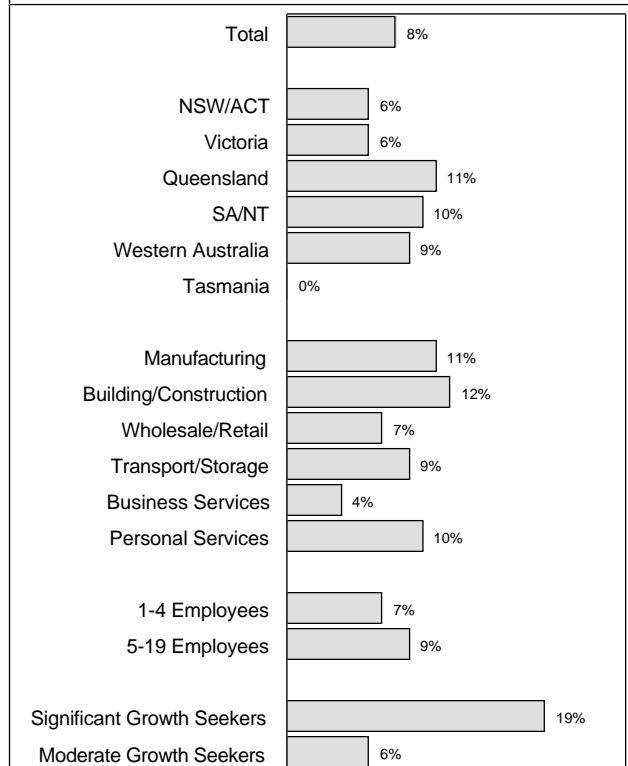
Almost one-fifth (19%) of those seeking *significant* growth are keen on following the equity finance path.

To examine further the issue of equity finance, all business proprietors with plans for growth were asked:

"Are you willing to share control with an outside equity partner or investor in order to obtain the capital required for growth?"

Results are summarised overleaf.

Proportion of Growth Seeking Firms Who Definitely Plan to Seek Outside Equity



Source: Yellow Pages™ Small Business Index™

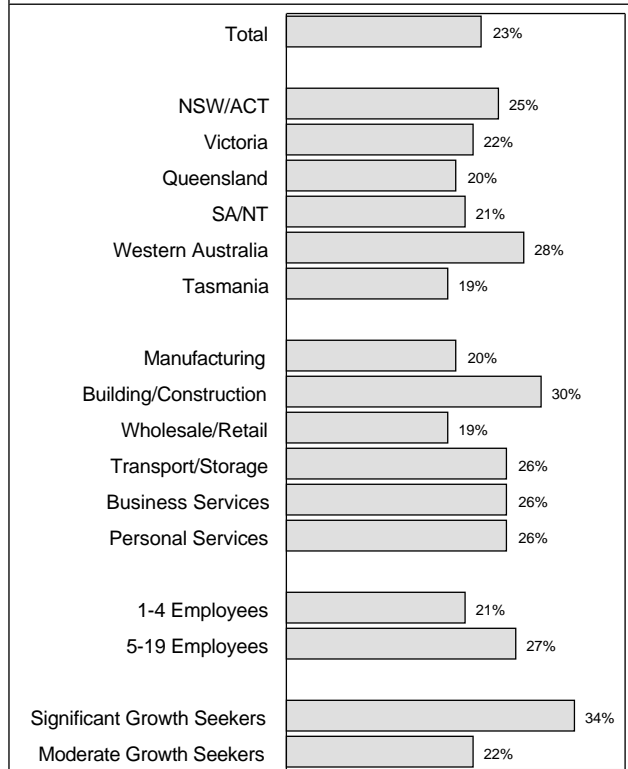
Brian Sweeney & Associates - February 1995

Over three-quarters (77%) of growth seeking small business proprietors say quite specifically that they are not willing to share control of their business with an outside equity partner or investor. However, those actively seeking *significant* expansion are much more likely to entertain this idea than those with moderate growth aspirations (34% vs. 22%).

The following reasons were spontaneously put forward by proprietors to explain unwillingness to access growth capital by sharing control of the business with an outside equity partner or investor:

- Prefer to have control/total control (44%)
- Don't need capital/don't have a problem (27%)
- Partnerships don't work (13%)
- It's a family business (11%)
- It is not that type of business (9%)
- Outside control ruins companies (3%)
- Don't want to borrow (2%)

Proportion of Growth Seeking Firms Who Are Willing to Share Control



Source: Yellow Pages™ Small Business Index™
 Brian Sweeney & Associates - February 1995

Growth Strategy Five: Start to Export or Increase Level of Exports

Just 8% of those seeking growth definitely plan to expand export markets as a key growth strategy; a further 5% might consider doing so.

Those who have already established a beachhead into export markets are much more likely to see this as a viable option. Forty-eight percent of those who currently export definitely plan to increase their export value as a means of growing and a further 21% might consider this option.

By contrast, just 3% of current non-exporters see entry into export markets as a definite course of action and another 3% might consider this strategy.

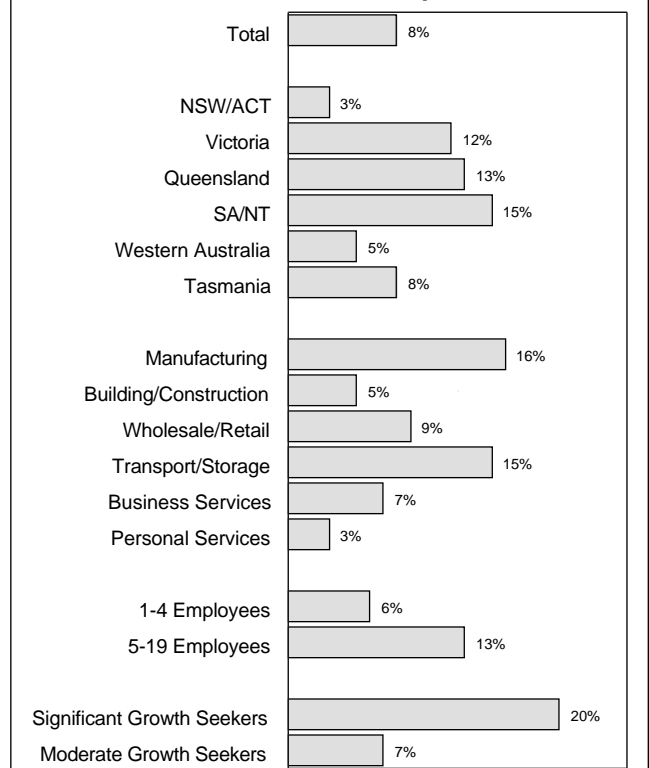
Victorian, Queensland and SA/NT firms are most strongly intent on growth through export.

Firms in manufacturing and transport/storage are most likely to see export as a growth strategy, and those with larger workforces are also more in favour of the export strategy.

Proprietors seeking significant growth are almost three times as likely as those seeking moderate growth to see export as a strategy to ensure growth.

This brief discussion of export as a strategy for securing growth leads to a more general examination of export behaviour and attitudes which forms the next major section of this special report.

Proportion of Growth Seeking Firms Who Definitely Intend to Start Exporting or Increase Level of Exports



Source: Yellow Pages™ Small Business Index™
 Brian Sweeney & Associates - February 1995

Exporting

Export Feasibility and Behaviour

Just under a quarter of small business proprietors believe it is feasible for small businesses like theirs to export to overseas markets. Of these:

- forty-three percent already export;
- just over a fifth (22%) plan to do so in the future; and
- just over a third (35%) have no export plans.

This means that across all small businesses 11% currently export and a further 5% plan to commence exporting in the future. The chart opposite looks at *current and planned export* behaviour in some detail.

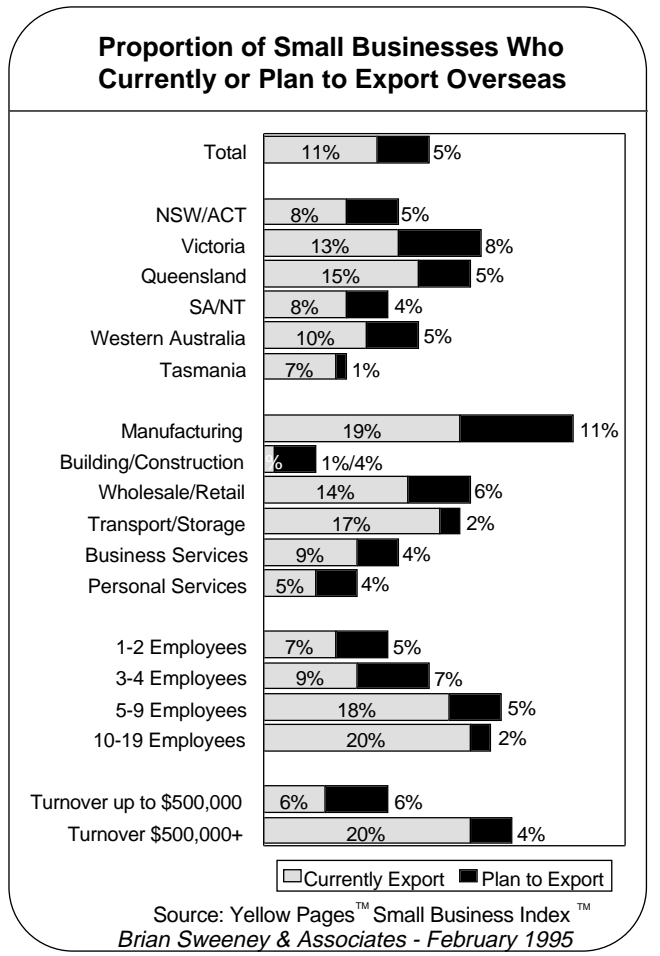
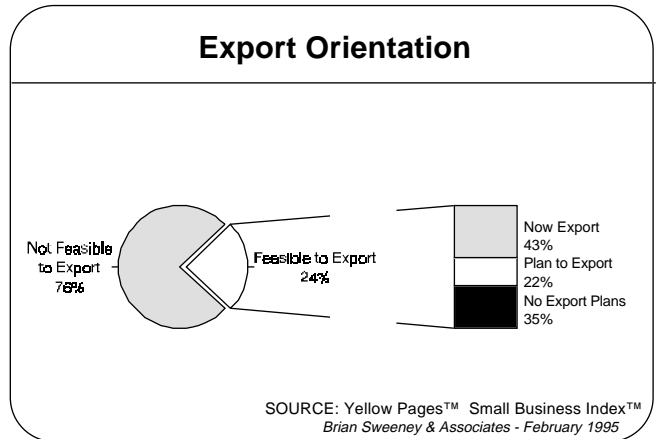
As illustrated, small businesses in Victoria and Queensland appear to be most export oriented - those in Tasmania are least likely to have found or be seeking export markets.

Small businesses in the manufacturing sector are almost twice as likely to be exporting as the average small enterprise and are also more likely than average to be planning to enter the export market. Export orientation is lowest in building/construction, where just 1% of small businesses export their goods or services.

Businesses with a larger turnover are, perhaps predictably, most likely to export. Twenty percent of those with an annual turnover of over \$500,000 currently export vs. just 6% of the smaller enterprises. However, amongst lower turnover businesses there is the potential for a dramatic increase in export behaviour with as many planning to enter the export field as export now.

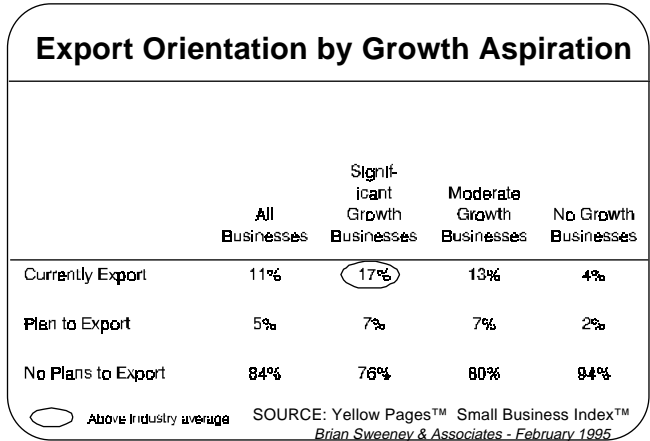
Non-family businesses are more likely to be involved in export activity (15%) than small businesses which are purely family concerns (9%).

Fifteen percent of small business proprietors born overseas currently export or plan to export compared with 18% of their Australian born proprietors.



The chart opposite looks at export orientation of those firms with significant, moderate and no future plans for growth.

As illustrated, the more ambitious, growth oriented firms are also more export oriented.



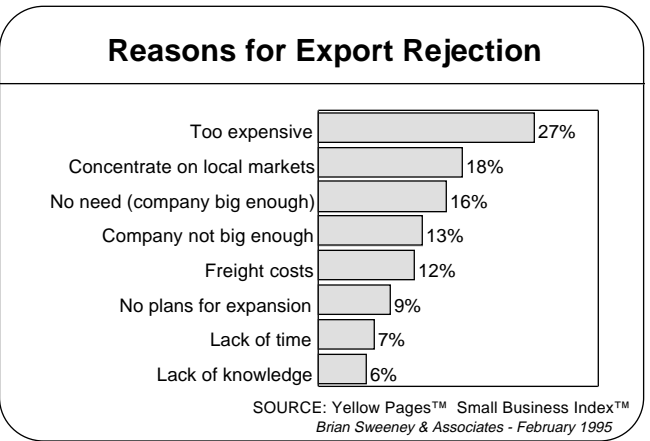
The Non-Exporters

As we have seen, 35% of those for whom export is a feasible option do not currently export and have no plans do so.

Reasons for rejecting the idea of exporting were canvassed amongst this group. The most prominent reasons were:

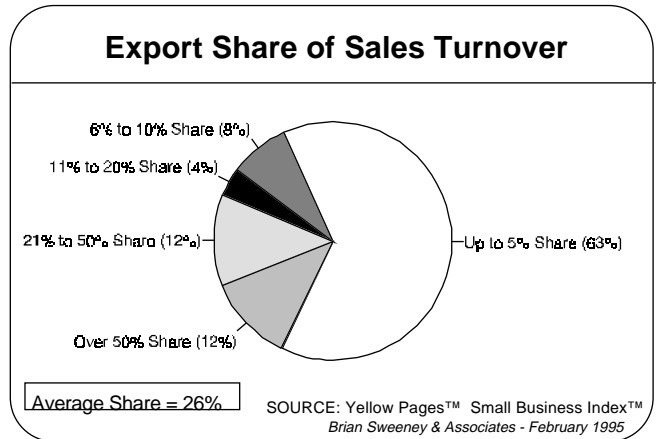
- too expensive
- concentration on the local markets
- no wish to grow the business (company already big enough)

In addition, some feel that they are too small for the export business, are concerned about freight costs, have insufficient knowledge about the overseas markets, or have insufficient time to develop an export market.



Share of Sales Turnover

On average, exporting small businesses estimate the value of their exports to represent just over a quarter (26%) of their total sales turnover - however, almost two-thirds (63%) estimate that exports account for 10% or less of their sales.

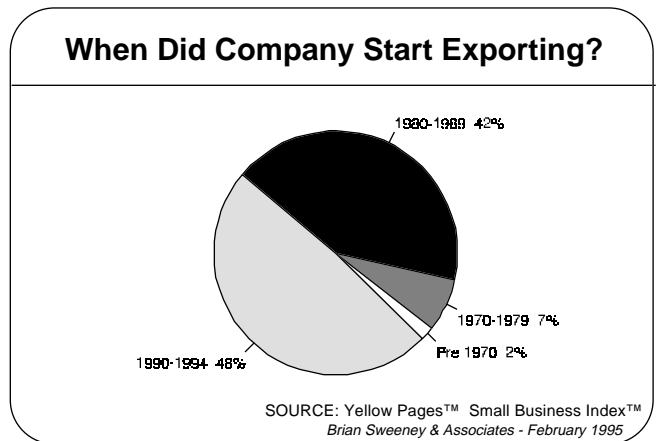


Export Experience

The majority of small business exporters are relatively new to the export game. Almost half have started to export in the 1990's - 42% in the 1980's.

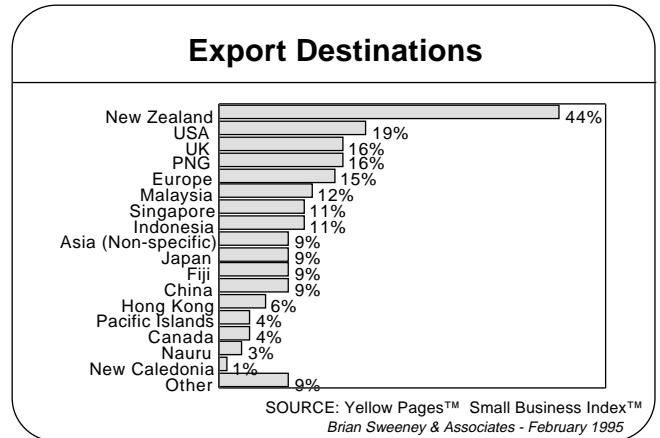
Quite a high proportion of exporters were 'born' exporters - that is, they commenced exporting as soon as the company started operation.

Twenty-five percent of exporters started exporting in the year the firm was founded; over 40% within two years of foundation.



Export Destinations

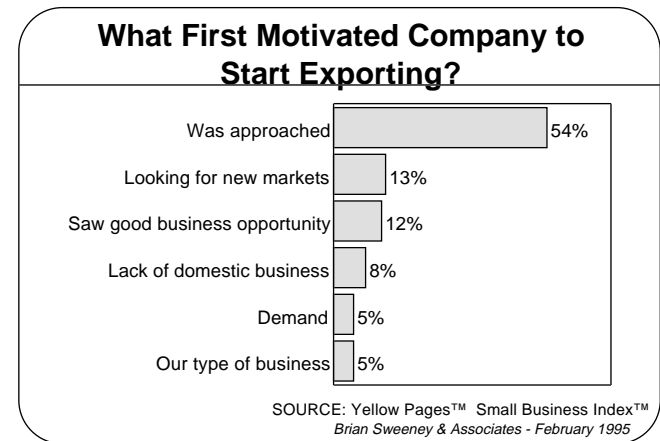
As illustrated in the chart opposite, small business exporters are strongly focused on the APEC region. New Zealand is the most common export customer, followed by the USA and UK, with PNG, Malaysia, Singapore and Indonesia also targeted by at least one in ten exporters.



Motivations to Export

An analysis of what motivated small businesses to venture into exports in the last ten years indicates that the initiative to look to foreign markets came, in at least half the cases, from people outside the firm who approached the local small business.

However, 12% of small businesses just recognised a good business opportunity in selling overseas, while 13% felt the need to expand into new markets. Eight percent were forced to look overseas due to lack of local demand.



Advice on Export Marketing

Exporters who commenced exporting since 1985 were asked:

"When you started exporting, did you seek assistance or advice from any government bodies or from private companies specialising in export marketing or consultancy?"

Overall, 45% sought advice, with Austrade and other federal or state government bodies featuring prominently as the source.



Problems with Developing Export Markets

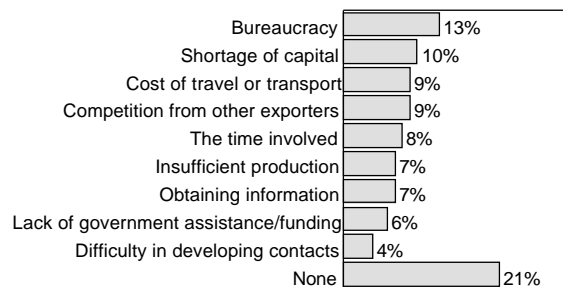
Those who entered the export field in the last ten years were asked:

"What have been your main problems, challenges or impediments in developing your export markets?"

Encouragingly, one in five of those who ventured into export markets in the last decade claim they have had no problems or impediments in developing the export side of their business.

Significantly, 'bureaucracy' is one of the major problems cited.

Problems Experienced



SOURCE: Yellow Pages™ Small Business Index™
Brian Sweeney & Associates - February 1995

Other Yellow Pages Small Business Index "Special Reports"

Since the inception of the Small Business Index a range of Special Reports has been produced. Major reports include:

FINANCE AND BANKING ISSUES - AUGUST 1993

- an investigation into capital availability and sources of finance; attitudes to banks and other financial institutions; sources of financial advice.

SOCIAL ISSUES - NOVEMBER 1993

- an examination of the social issues associated with running a small business; the demographic profile of small business proprietors; the drawbacks and benefits associated with running a small business; the role of the family.

WOMEN IN BUSINESS - JULY 1994

- an analysis of the different attitudes of male and female small business proprietors; the perceived barriers to success and the perceived advantages of the female business proprietor; a profile of the "typical" female small business owner.

INDUSTRIAL RELATIONS AND THE NEW NATIONAL TRAINING WAGE - SEPTEMBER 1994

- an examination of attitudes and experiences of small business employers concerning industrial relations; the impact of the recent Federal Industrial Relations Reform Act on employment; response to the new National Training Wage.

ATTITUDES TO GOVERNMENT - OCTOBER 1994

- an analysis of proprietors' attitudes to State and Federal Government policies as they impact on small business.

THE IMPACT OF THE DROUGHT ON RURAL SMALL BUSINESS - NOVEMBER 1994

- an analysis of the effect of the latest drought on the viability and confidence of small business.

SMALL BUSINESS GROWTH ASPIRATIONS AND THE ROLE OF EXPORTS - FEBRUARY 1995

Other special topics investigated include NSW Bushfires, the Sydney Olympics, Exports, Business Technology, Australian Made and other Credential Advertising, and Employment Skills and Training.

For further information on these reports please contact:

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A Special Report On
Small Business Growth Aspirations
and the Role of Exports
February 1995

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Contents

Overview	1
About this Special Report.....	3
Introduction	3
Growth Aspirations	4
Profile of the Growth Oriented Businesses	5
Business Details	5
Demographic Characteristics of the Proprietor	6
Business Planning and Orientation	7
Confidence and Outlook	8
Strategies to Ensure Growth	9
Growth Strategy One: Developing and Marketing New Products and Services	10
Growth Strategy Two: Increasing Expenditure on Marketing Activities	11
Growth Strategy Three: Diversification Into New Businesses	12
Growth Strategy Four: Seek Outside Equity Finance to Fund Growth	13
Growth Strategy Five: Start to Export or Increase Level of Exports	15
Exporting	16
Export Feasibility and Behaviour	16
The Non-Exporters	17
Share of Sales Turnover	18
Export Experience	18
Export Destinations	19
Motivations to Export	19
Advice on Export Marketing	19
Problems with Developing Export Markets	20

