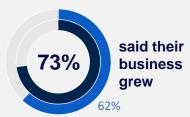
# CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2022-23



## Performance in 2022

2022 2021

INDIA







found investments in technology improved profitability

Access to finance

88%

sought external funds in 2022

**52%** 

sought external funds for growth

#### Use of technology



**84%** earned more than 10 per cent of revenue from online sales



90% received more than 10 per cent of sales through digital payment technologies

42% sought advice from IT consultants



45% used social media to promote their business

**Increasing costs** 



reported that increasing costs had a major negative impact



found fuel cost to be most detrimental to their business

**ESG** practices

32% mon

monitored energy and water use



invested in green and renewable energy

## Outlook in 2023

**77%** 

expect business to grow

85%

expect to increase employee numbers

Overseas revenue

**51**%



expect revenue from overseas sales to grow Access to finance

**76**%

expect to seek external finance

Innovation

**79**% 🙀

will introduce a new product, service or process

### Recommendations for businesses



Focus on managing increasing costs for sustainable growth.



Seek professional advice to improve liquidity and cashflow.



Leverage government incentives to transition to renewable energy use.