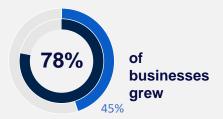
CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2022-23

VIETNAM



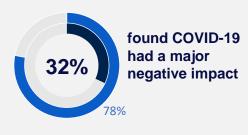
Performance in 2022

2022 2021

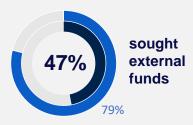


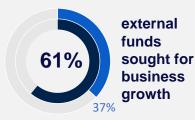


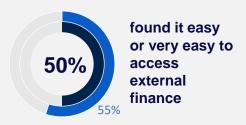
found improved customer satisfaction had a major positive impact



Access to finance







Technology adoption



75% earned more than 10 per cent of revenue from online sales



51% found investments in technology improved profitability

Outlook in 2023



expect to grow

Innovation

will or may introduce a new product, service or process

Access to finance

have plans to seek external funds

Local economy



expect the local economy to grow

Recommendations for businesses



Seek professional advice to improve profitability from technology investment.



Increase focus on energy savings such as monitoring energy and water use.



Improve cash flow and control costs such as financing costs.