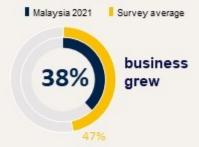
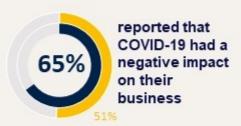
CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2021-22 MALAYSIA



Small business in 2021







reported that increasing costs had a negative impact

Technology adoption and digitalisation in 2021



80%

received revenue from online sales

reviewed 40% cybersecurity in past six months



63%

received more than 10 per cent of their sales through new payment technology



found investment in technology has improved profitability

Small business outlook in 2022



Cybersecurity expect to be cyberattacked

Innovation will introduce a unique product, service or process to the market

Solvency and access to finance

54%

sought external finance for business survival in 2021

33%

found paying debts difficult/very difficult in 2021

46%

found accessing finance difficult/very difficult in 2021 25%

expect difficult/very difficult debts repayment in 2022

Recommendations for businesses



control and better credit



Focus on investing in technology to meet changing consumer behaviour



Explore opportunities to innovate, such as new products, services or processes