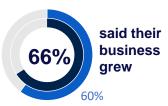
### **CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2023-24**

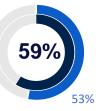
Malaysia



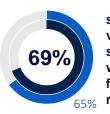
#### Performance in 2023

■ Malaysia ■ Survey average

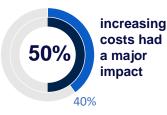




external funding for business growth



satisfied or very satisfied with the financial return



## Technology adoption

high-growth businesses average



62% earned more than 10 per cent of revenue from online sales 78%



68% received more than 10 per cent of sales through digital payment technologies 80%



49% found investments in technology improved profitability 79%



12% did *not* use social media for business purposes

15%



**22%** sought advice from IT consultants / specialists 36%



**52%** reviewed cybersecurity protections in the past six months 54%

# **Outlook for 2024 and demographics**

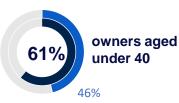
■ Malaysia ■ Survey average



expect their business to grow



expect the local economy to grow



**Innovation** 



will or may introduce a new product, service or process Headcount

expect to increase employee numbers

**Overseas** 

revenue

52%

expect revenue from overseas sales to grow

#### Recommendations



**Explore opportunities to** increase innovation through new products, services or processes



Save costs by improving procedures or investing in productivity enhancing technology



**Explore opportunities to** improve access to professional business advice especially for younger and less experienced businesses