



Business Local

A Small Business Development Corporation service
funded by the Government of Western Australia

2018 Survey Shows Confidence Growing in WA

Each year since 2004, the Small Business Development Corporation has asked small business operators what they're expecting for the year ahead.

We measure:

- the impact of the economy - almost 32% said it would be positive that is up from 24% this time last year
- anticipated business profitability - 52 % of businesses expect to increase their sales this year as opposed to 35% last year
- the cost of employing and retaining suitable staff and
- expected changes and challenges within the business.

Last month we asked small business operators what they were expecting for 2018, and the results have now been summarised on our website.

Small business respondents were generally optimistic about the economy, their expected sales/revenue and business profitability. Optimism was particularly high for business profitability - the highest level we've seen since 2014.

Respondents indicated that the challenges for 2018 would be in relation to increasing operating costs, achieving/managing growth, attracting new customers and reductions in sales/revenue.

To meet these challenges, respondents indicated they would be focussing on increasing their customer base, exploring new markets and updating equipment or technology. See the full report on our [2018 Business Expectations survey](#).

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