



Business needs and potential solutions

Survey highlights

Research and Market Intelligence at BDC
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Summary of results

Use of Financing and Advisory Products and Services

- **Term loan** and **advisory services** are used most frequently: the larger the business, the more products and services used.
- The **larger** the business, the more likely to turn to **formal** sources of advice; smaller businesses are more likely to turn to **informal** or self-service resources.

Opportunities, Obstacles to Success and Impactful Solutions

- Respondents most frequently identified **growth**, **innovation** and **market development** as their biggest opportunities. The main perceived obstacles to seizing opportunities are of **financial nature**, particularly for smaller companies.
- **Finding skilled employees** is seen as an impactful solution to their problems for most, but especially for larger companies.

We opened our selection criteria. First, we look for motivated people and then we train them. [...] This is the strategy we will take for the future.



Summary of results (cont.)

Ambition

- About a **third** of respondents are self-claimed **high achievers**.

Business Transition

- The **larger** the business, the greater the intentions to **exit within 5 years**. Among those who intend to exit their business, about one-third intend to sell the company to **external buyers**.
- On the other hand, interview participants told us that **acquisition** is often a necessary route to growth, but it has many challenges.

What I would find useful is to have a roadmap of the different steps I need to look into and identify what I need to do in order to not miss anything.

Internationalization Activities

- **Exporting** and **importing** are the most commonly reported activities. The **larger** the business, the more likely to be **active** at the international level.
- The **United States** remain the market in which Canadian businesses are most active. Larger businesses are significantly more present in the different American markets, as well as in Mexico.



Methodology

- **Survey methodology:** Online.
- **Respondent profile:** Business owners and business decision makers from BDC Viewpoints panel and Maru/Matchbox (formerly Angus Reid) panel.
- **Survey dates:** April 18 to 30, 2018.
- **Margin of error:** The maximum margin of error for a probability sample of 865 respondents is ± 3.3 percentage points, 19 times out of 20.*
- **Data processing and analysis** were performed by the BDC Research and Market Intelligence team.
- **Weighting factors:** Results were weighted by region and number of employees.
- **Data processing note:** Unless otherwise mentioned, calculation bases exclude respondents who preferred not to answer the question.

*As this survey is based on a non-probability sample, these numbers should be interpreted with caution.



Thank you.

Research and Market Intelligence

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