Business needs and potential solutions
Survey highlights
Research and Market Intelligence at BDC
May 2018
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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