



Business owners confident

WHILE business confidence has continued to fall, small business owners are optimistic, according to a Commonwealth Bank survey.

The Small Business Owners' Report, conducted by independent research company Investment Trends, found two-thirds of small business owners were confident about their company's prospects, despite the downturn.

Investment Trends principal Mark Johnston said confidence depended on whether owners focused internally or externally.

"Those who expressed confidence said their view was based on internal, measurable statistics like profitability and demand," Mr Johnston said.

"Those less confident spoke about concerns related to the state of the economy."

The Commonwealth Bank's executive general manager for local business banking, Symon Brewis-Weston, said business owners were yet to feel the full impact of the market volatility.

"Business owners tell us they are aware of bad economic news and forecasts of worsening conditions, but most say that it has not yet affected their business.

"Most business owners are concerned that the tougher conditions will start to affect their businesses by the end of the first quarter, in March of this year."

There are measures that business owners could implement to prepare their businesses for the tougher times ahead, he said.

"The No. 1 priority for business owners should be to improve their cash flow practices.

"Business owners should look to speed up the cash flow cycle by chasing debtors, managing stock or reviewing pricing levels."



Symon Brewis-Weston