**BUSINESS PULSE SURVEY**

**STRATEGIC PLANNING**

Compared to just one year ago, how many small business owners indicate their local economy is “better” now?

- **48%** of British owners surveyed
- **73%** of U.S. owners surveyed
- **45%** of Canadian owners surveyed

“Action plan and tactics” is considered the “most important area” to small business owners.

- **66%** of ALL small business owners surveyed see their local economy doing better than one year ago.

**TAB MEMBERS vs. NON-MEMBERS**

- **70%** of TAB members perceive their economy as better than one year ago, compared to **61%** of non-TAB members.

The majority of TAB members surveyed indicate they review and adjust their strategic plan quarterly, compared to the majority of non-TAB members who adjust annually.

**Business Owners and CEOs** primarily facilitate the strategic plans of small businesses.

- Only **4 out of 10** Business Owners rate their written strategic plan as “good”

- “Not enough time, too busy” was the primary reason business owners cited for having no written strategic plan for their business.

- Over **half** of Business Owners surveyed do not rely on a workshop or retreat for developing their strategy plan.
FUTURE OUTLOOK

Business owners who describe their strategic plan as "excellent" or "good" are much more likely to project a sharp increase in profits and sales revenue next year than owners without any strategic plan.

"Opportunities" was the top aspect of business which owners believe a strategic plan can best evaluate.

82% of TAB members predict an increase in their sales revenues over the coming year.

66% of business owners predict their local economy will perform better over the next year.

56% of TAB members plan to add to their full-time staff this year, compared to 34% of non-TAB members.

46% of all business owners anticipate increasing their full-time staff in the next year.

3 out of 4 small business owners surveyed predict their profits will increase in the next year.

Expectations for increasing sales revenues are high, with almost 8 out of 10 small business owners projecting growth.

77% of non-TAB members anticipate growing sales revenues.

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ABOUT THE RESPONDENTS

65% are family-owned businesses.

Most business owners surveyed reported 2012 revenues of:
- Less than $500K, and $1M-$2.5M
- Less than £300K
- Less than $500K

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