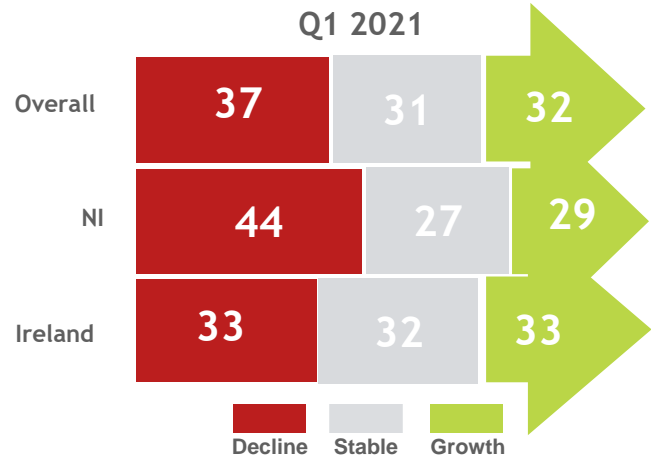
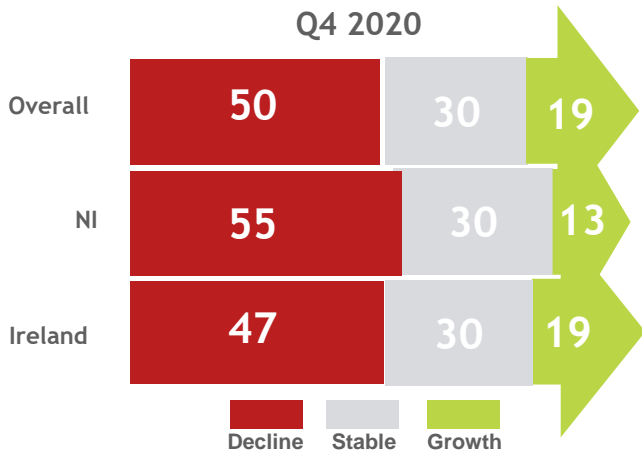




BUSINESS POSITION

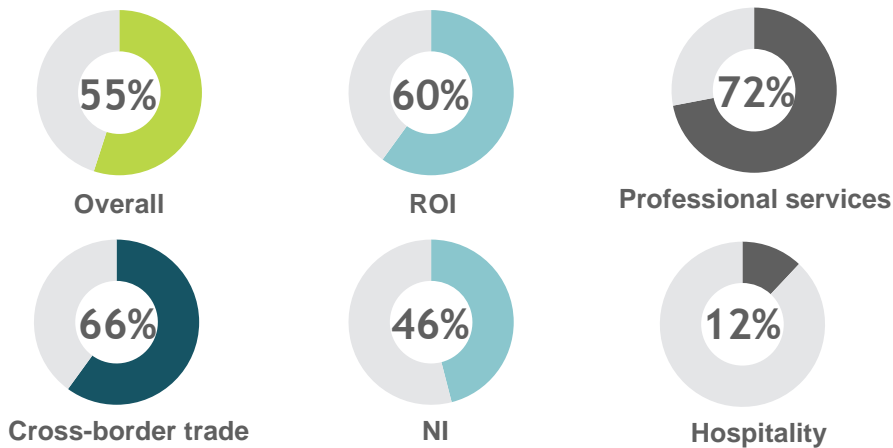
// Businesses were asked about their business position



CURRENT STATUS

// Businesses were asked what level of service they were currently operating at

% OF BUSINESSES THAT ARE FULLY OPERATIONAL



63% of manufacturers

59% of retail

55% of construction

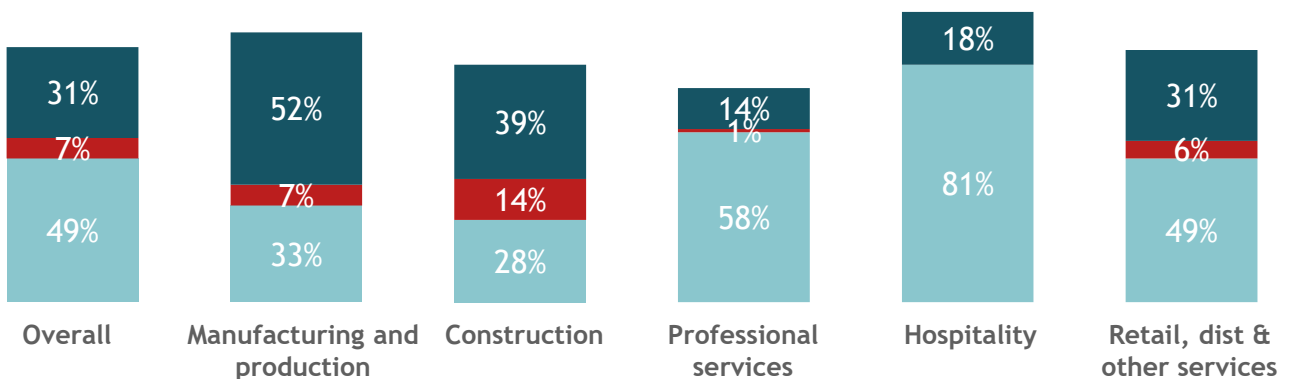


IMPACT OF BREXIT & COVID-19

// Businesses were asked whether Brexit or Covid-19 was having a bigger impact

Overall, businesses are more likely to cite Covid-19 alone as the main source of impact on their business.

Covid-19 Brexit Both



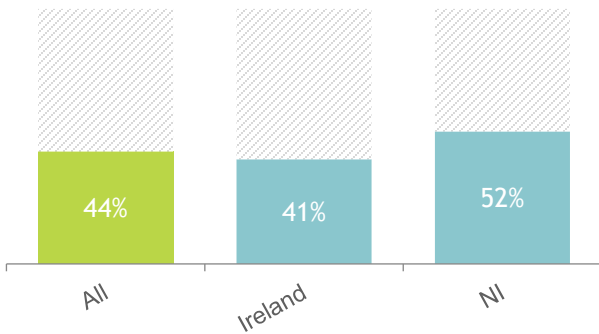


BUSINESS ISSUES // Businesses were asked about their current business issues



Rising costs of overheads

% RATING RISING OVERHEAD COSTS AS AN ISSUE



Sectors most likely to be experiencing rising costs include:

63% of manufacturers

59% of retail

55% of construction

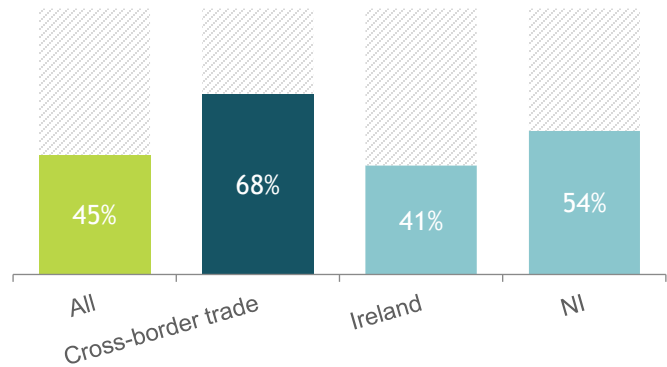


Brexit

NI based businesses and those that trade cross-border are more likely to be concerned about the impact of Brexit

65% of both manufacturing and retail rate the impact of Brexit as an issue

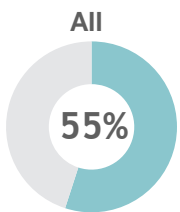
% RATING BREXIT AS AN ISSUE



INVESTMENT

// Businesses were asked about their investment plans over the next year

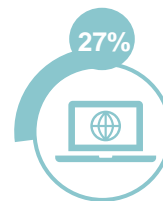
Those that have investment plans



Marketing



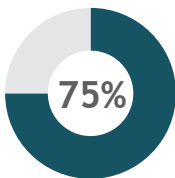
Digital technology



R&D



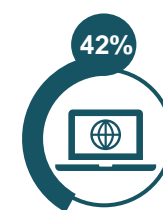
Cross-border trade



Marketing



Digital technology



R&D



Cross-border traders are more likely to have investment plans for the next year

Your business may need help in dealing with the challenges posed by Covid-19 or with preparing for Brexit – InterTradeIreland is committed to supporting SMEs with online supports as well as funding of up to £2,000/€2,250 towards professional advice through our Brexit Advisory Service and Emergency Business Solutions programme. Visit www.intertradeireland.com today or call 028 3083 4100 (048 from Ireland).

A telephone survey of 775 business was conducted on an all island basis, with the aim to provide a deeper understanding of the needs, experiences and issues facing businesses. The survey was conducted between the 26th March – 24th April 2021.