

Small to Midsized Business Plans for 2011



Overview & Methodology

Objective – Obtain an understanding of how the current economy is affecting the decisions made by small to mid-sized businesses (SMBs) as they prepare 2011 business plans.

Approach – Zoomerang distributed a survey to businesses with less than 1,000 employees. Additionally, only people with roles defined as “decision-makers” were allowed to complete the survey.

Results – In total, 1,002 SMB managers, owners and partners completed the survey and provided insight into their outlook on the economy and how it will affect business decisions in the next 12 months. The results show that a majority of the businesses believe the economy is beginning to stabilize and improve.

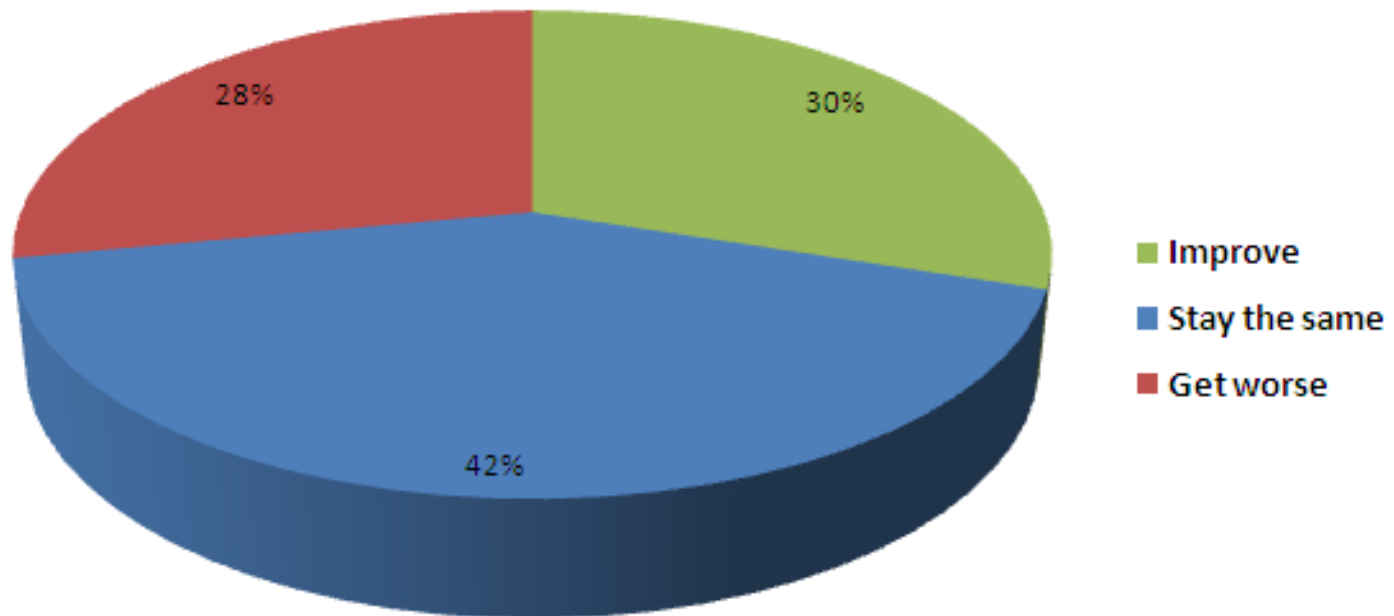
Key Takeaways –

- Overall, the economic outlook for the next 12 months is positive, with 72% believing it will improve or stay the same.
- Building on the optimism around the economy, 84% of the SMBs believe sales will increase or remain the same over the next year.
- Businesses are planning on making moderate increases in the coming year, ranging from hiring new employees to technology upgrades.
- Social media use is still slow to take off among SMBs with only 33% using it in the next year.

2011 SMB Plans – Economic Outlook

72% SMBs surveyed believe the economy will improve or stay the same

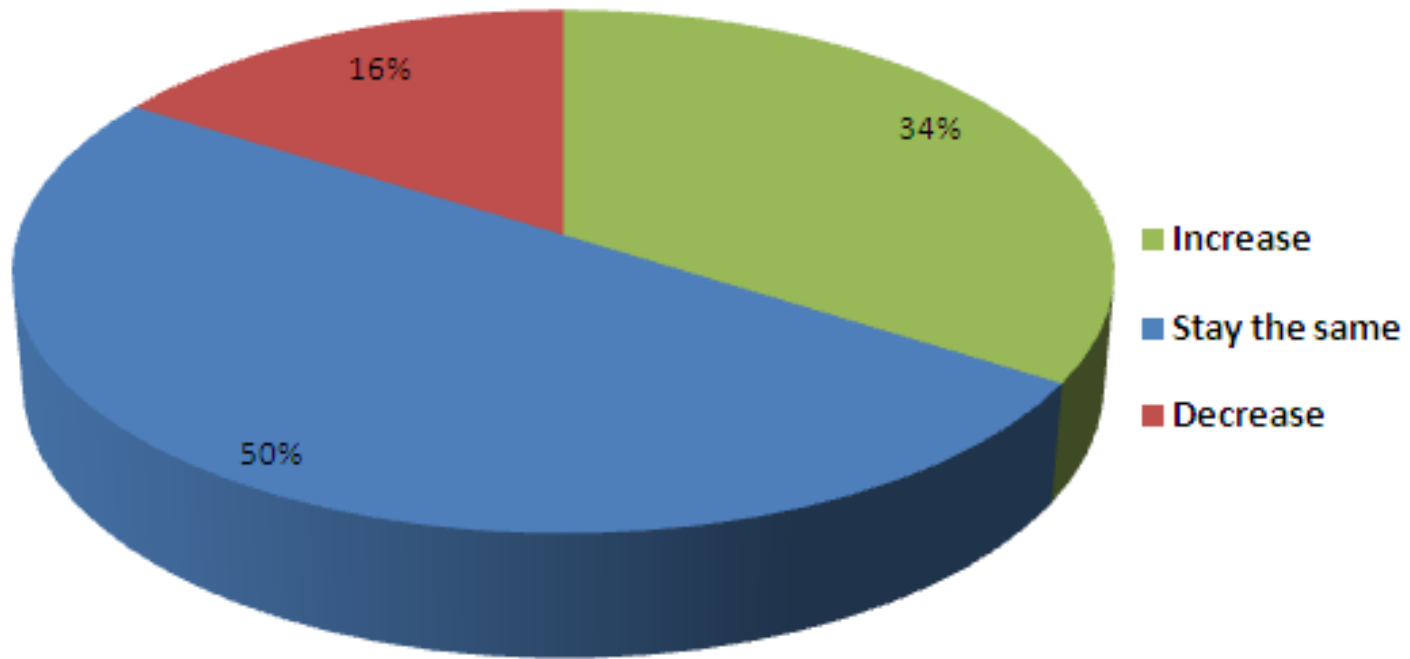
In the next 12 months, do you think the economy will:



2011 SMB Plans – Sales Outlook

As a result of the stability, 34% of businesses predict an increase in sales

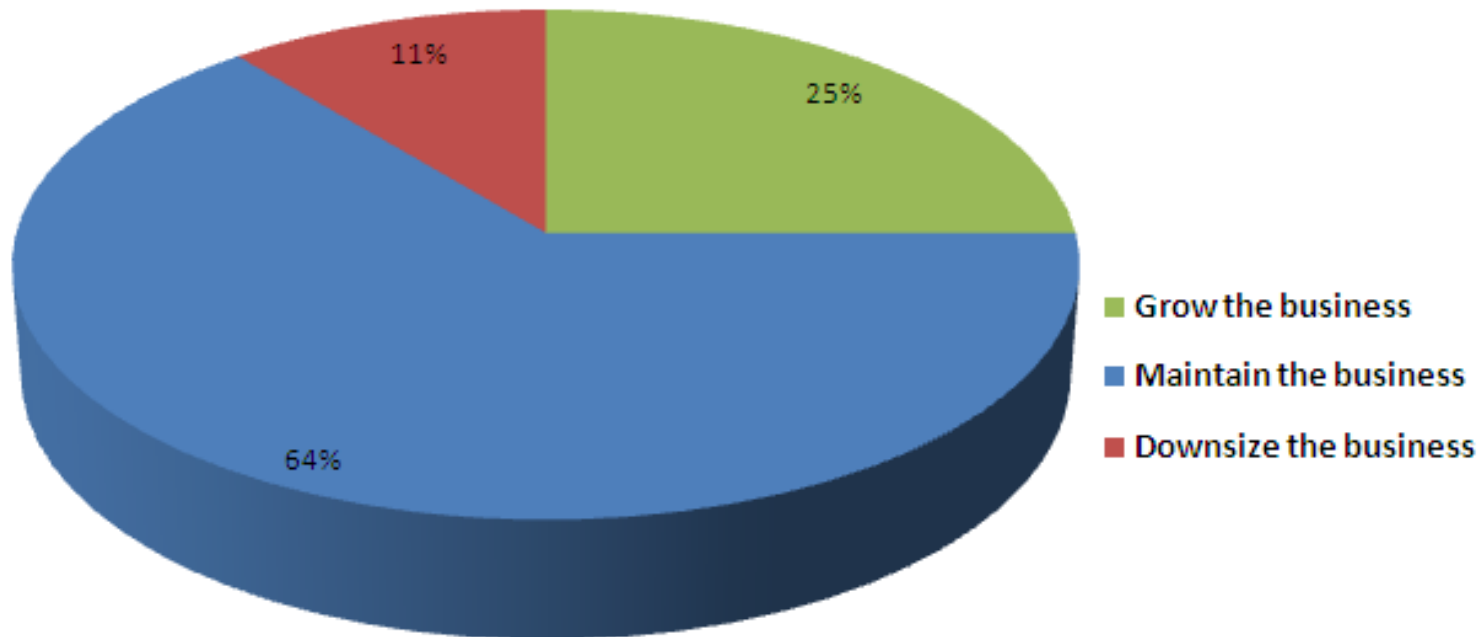
In the next 12 months, do you think your business sales will:



2011 SMB Plans – Growth

25% of SMBs expect to hire new staff in the next 12 months

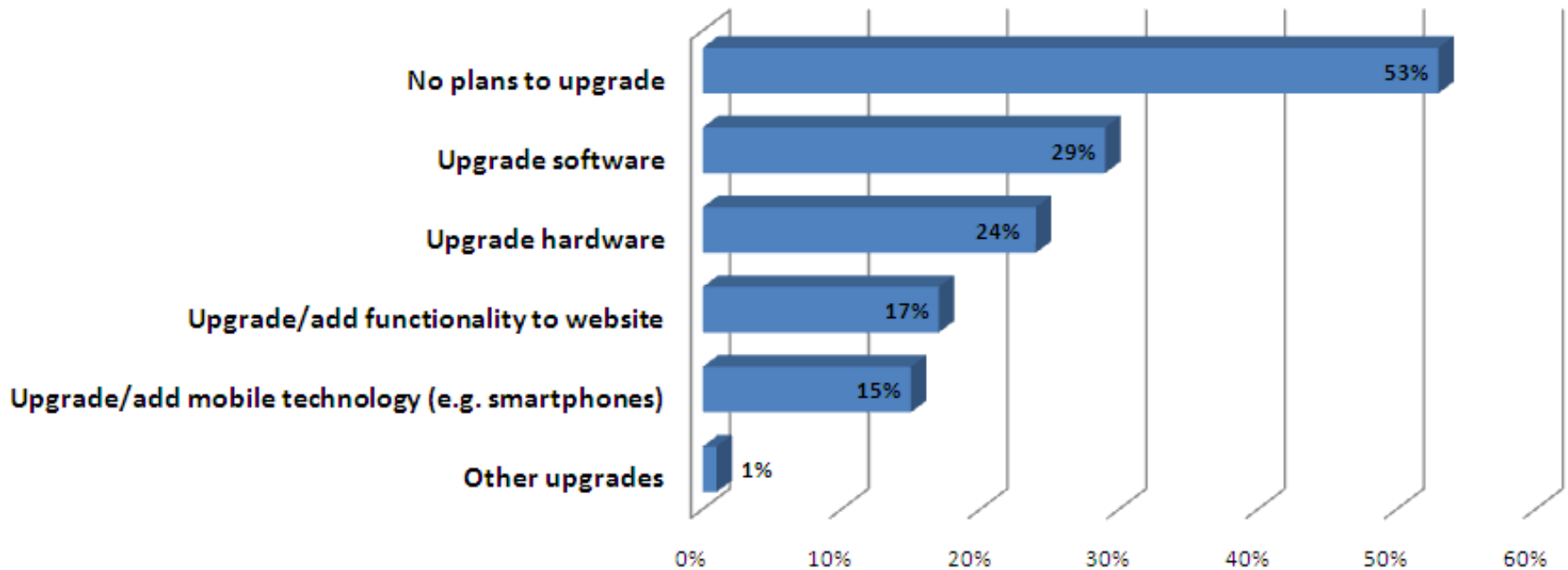
In the next 12 months, do you plan to:



2011 SMB Plans – Technology Upgrade

SMBs are planning technology upgrades, specifically computer hardware and software

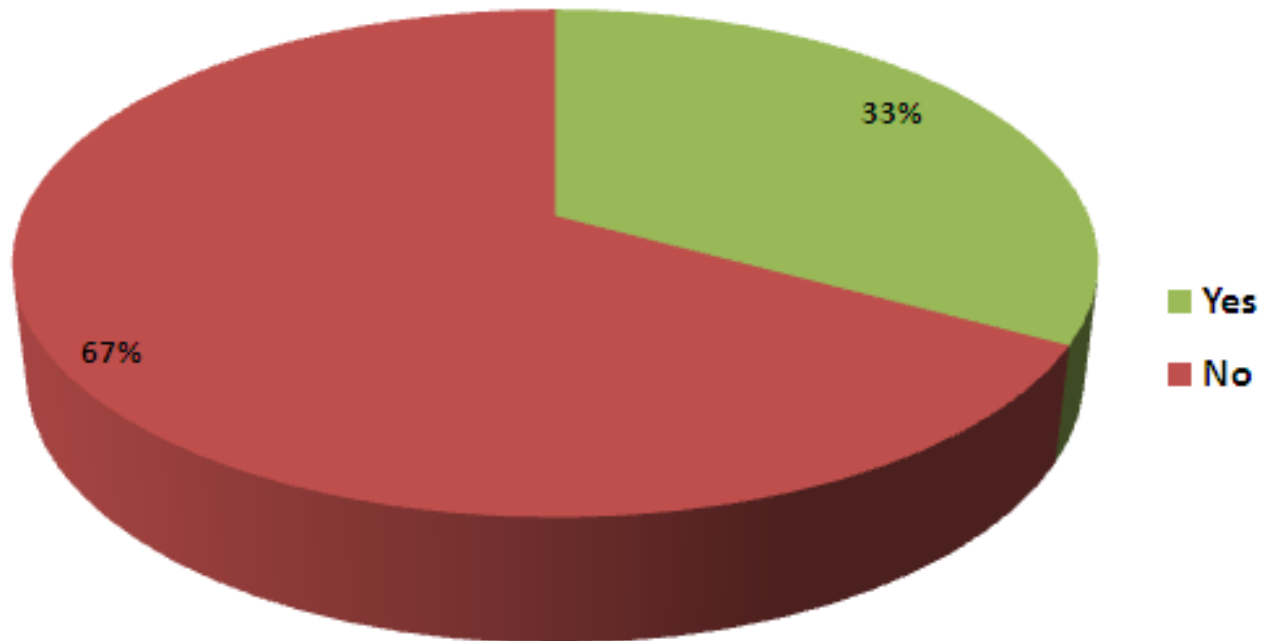
In the next 12 months, in which areas do you plan to upgrade your technology: (check all that apply)



2011 SMB Plans – Use of Social Media

Social media use among SMBs is growing and 33% plan on using social media in 2011

In the next 12 months, do you plan to use any social media sites for your business?
(Facebook, Twitter, etc.)



Appendix

SMB Industry

Two-thirds of the SMBs surveyed are in the services industry

Industry	Percentage
Services	66%
Retail (storefront or ecommerce)	28%
Manufacturing	7%

SMB Role in the Organization

All of the respondents qualified decision-makers within their business

Role	Percentage
Owner/ Owner Operator	85%
Partner	10%
General Manager	5%

SMB Size of Business

Zoomerang targeted businesses with 1,000 employees or less

# Employees	Percentage
1 - 25	88%
26 - 50	5%
51 - 100	3%
101 - 250	2%
251 - 500	1%
501 - 1,000	1%

SMB Number of Years in Business

More than half of the SMBs surveyed have been in business for over a decade

Years	Percentage
Less than 1 year	4%
1 – 4 years	19%
5 – 10 years	26%
More than 10 years	52%

SMB Location of Business

Breakdown of the top 10 states/districts (out of 53) represented in the survey

State	Percentage
California	9%
Florida	8%
New York	6%
Texas	6%
Michigan	5%
Illinois	5%
Pennsylvania	5%
New Jersey	4%
Ohio	4%
Georgia	4%
Wisconsin	3%