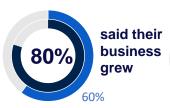
# CPA AUSTRALIA ASIA-PACIFIC SMALL BUSINESS SURVEY 2023-24



Indonesia

#### Performance in 2023

■ Indonesia ■ Survey average

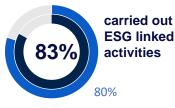




external funding for business growth



difficulty in accessing finance



## Technology adoption

high-growth businesses average



69% earned more than 10 per cent of revenue from online sales



68% received more than 10 per cent of sales through digital payment technologies



66% found investments in technology improved profitability 79%



5% did *not* use social media for business purposes



21% sought advice from IT consultants / specialists 36%



**48%** reviewed cybersecurity protections in the past six months

## Outlook for 2024 and demographics

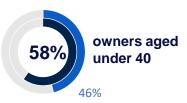
■ Indonesia ■ Survey average



expect their business to grow



expect the local economy to grow



**Innovation** 



**23**% vs



will or may introduce a new product, service or process

Headcount



expect to increase employee numbers

**External finance** 



55%

15%

expect easy to very easy access to finance

### Recommendations



Explore opportunities to increase innovation through new products, services or processes



Increase focus on improving cybersecurity

