

Niue Business Confidence Index Research



AUT

Respondents (06 September 2018 to 11 November 2018)

Total number of e-mails sent:
254 Businesses



28%

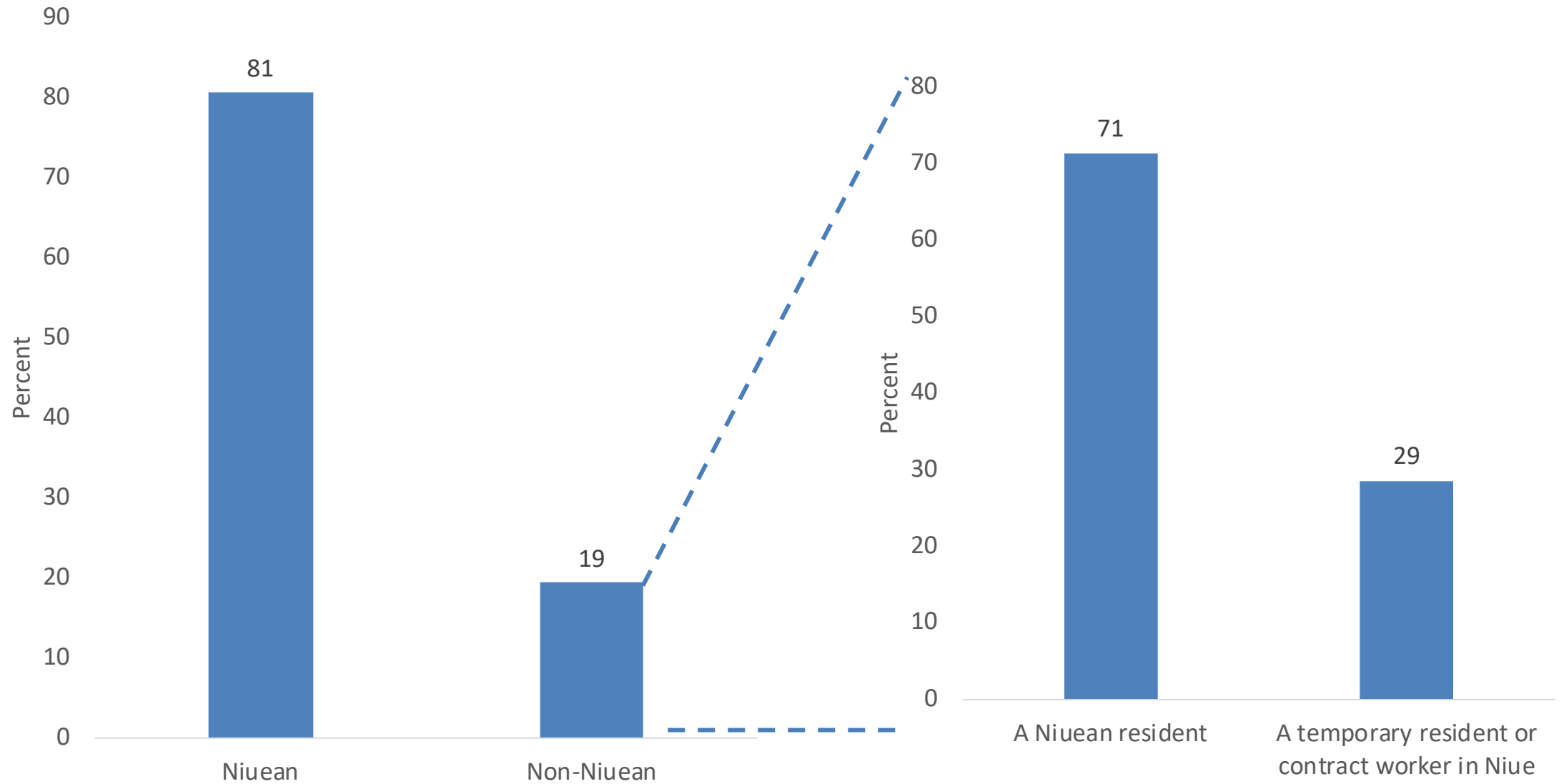
Total number of responses:
72



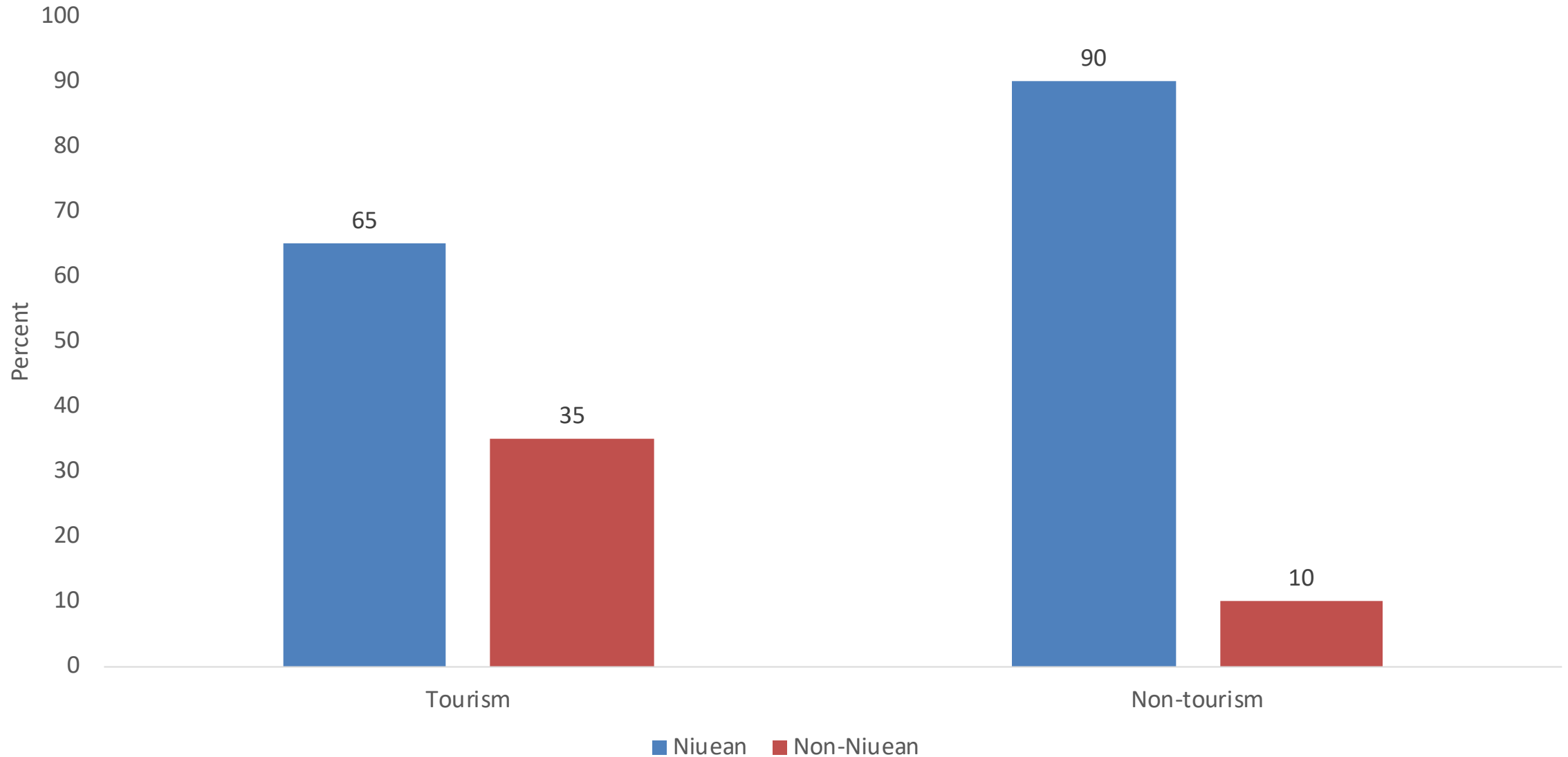


Business Profile

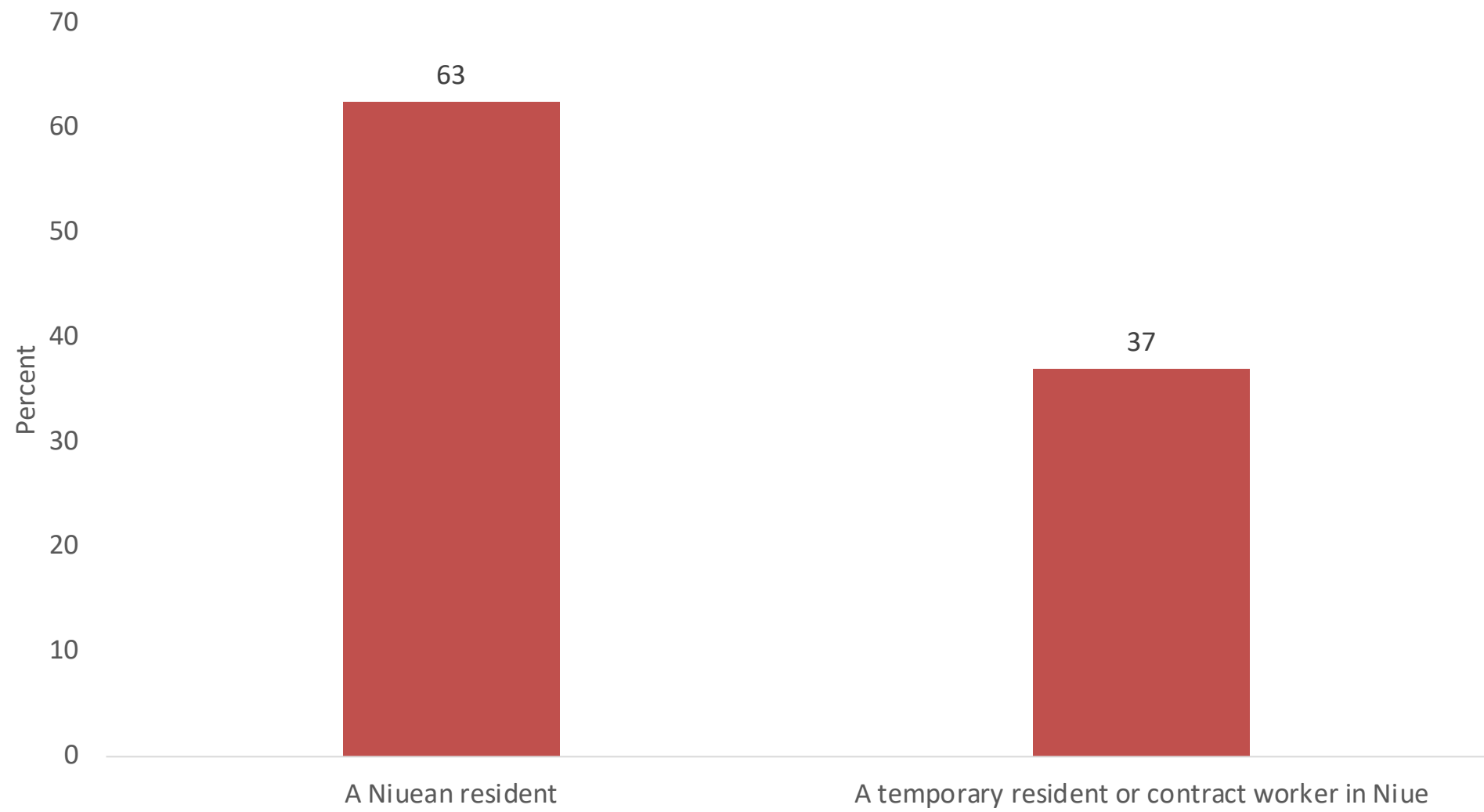
Which of the following best describes you?



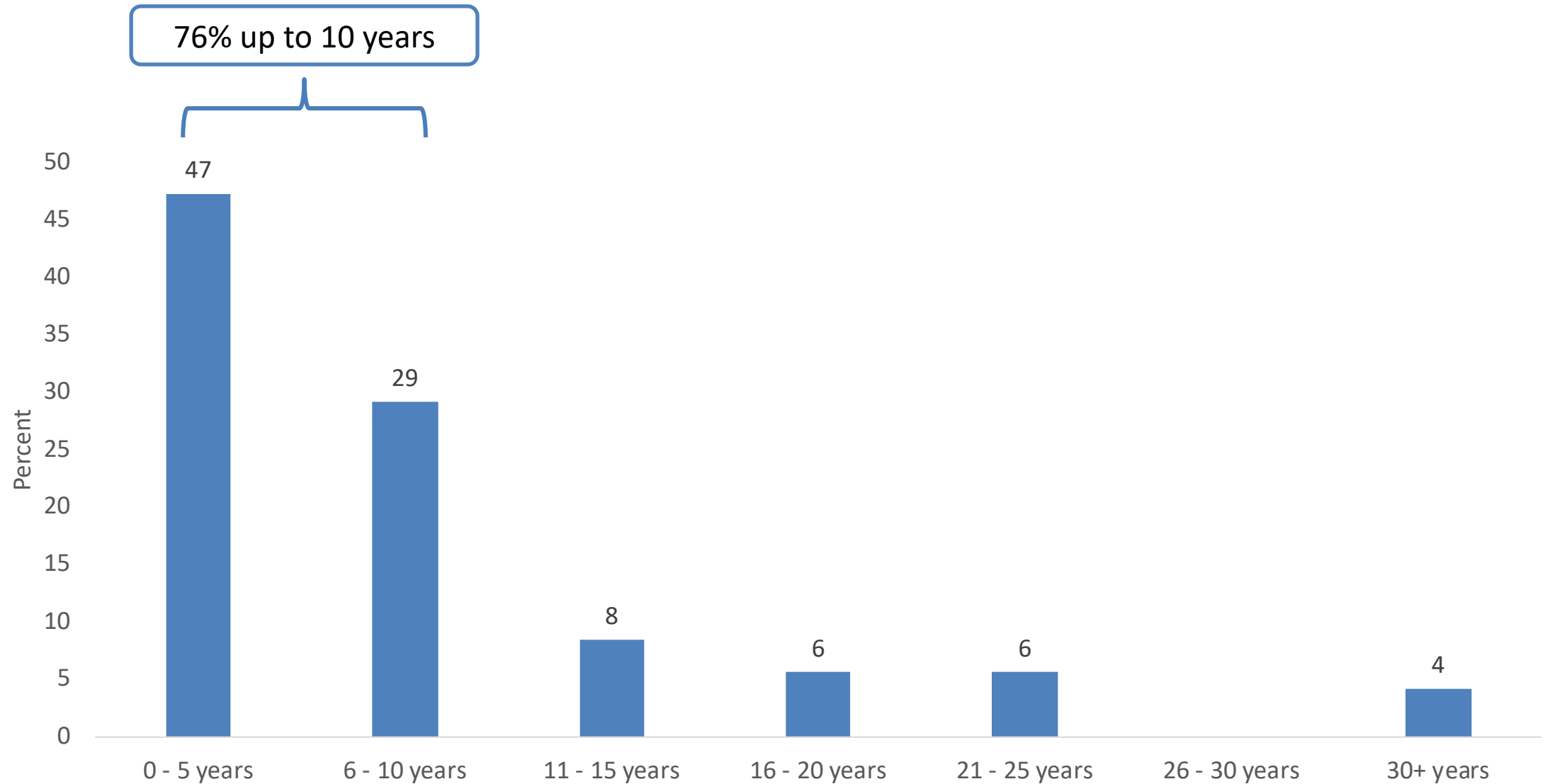
Which of the following best describes you?



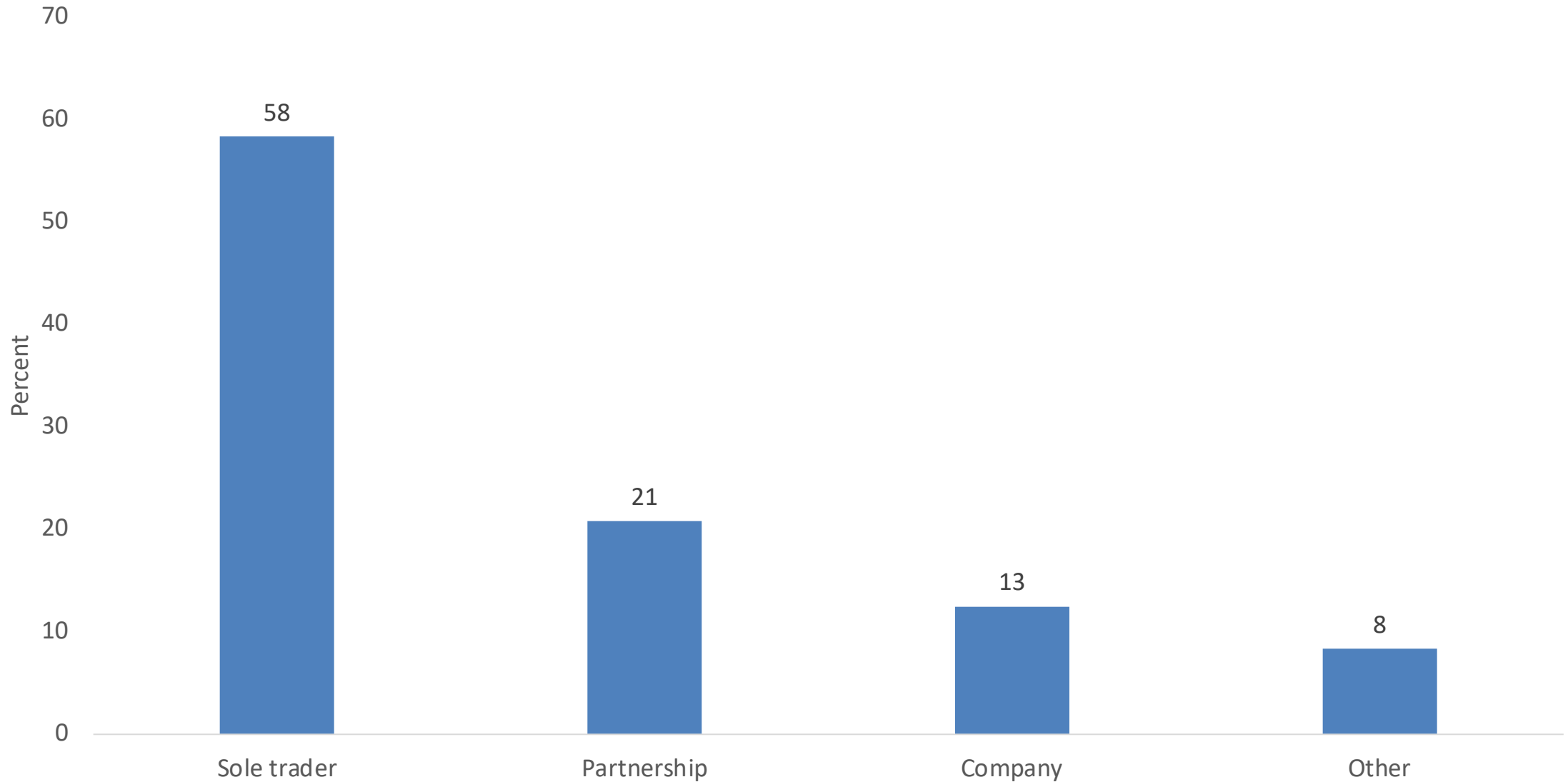
Which of the following best describes you? - Tourism sector Non-Niuean



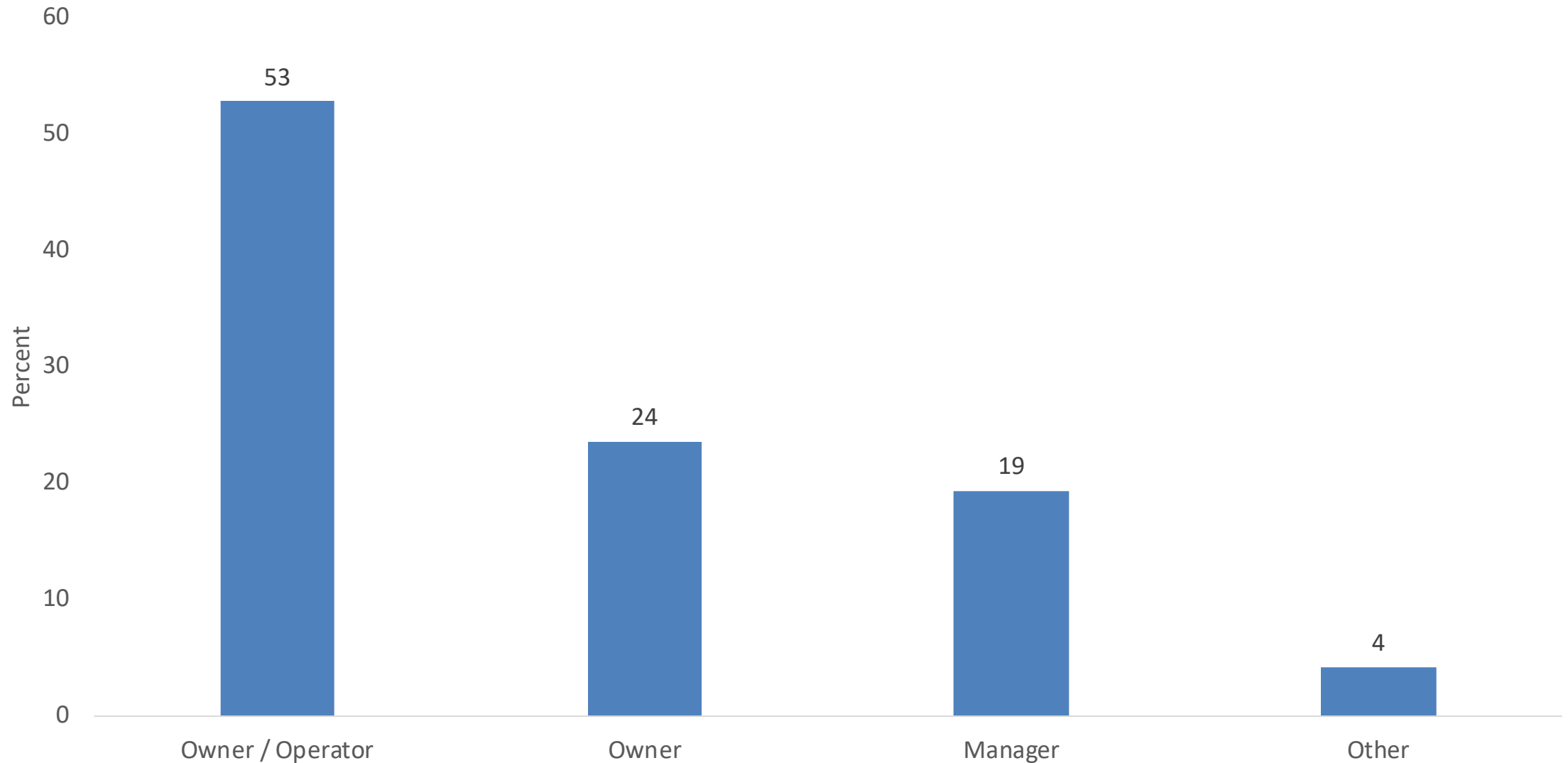
How long has this business been operating in Niue?



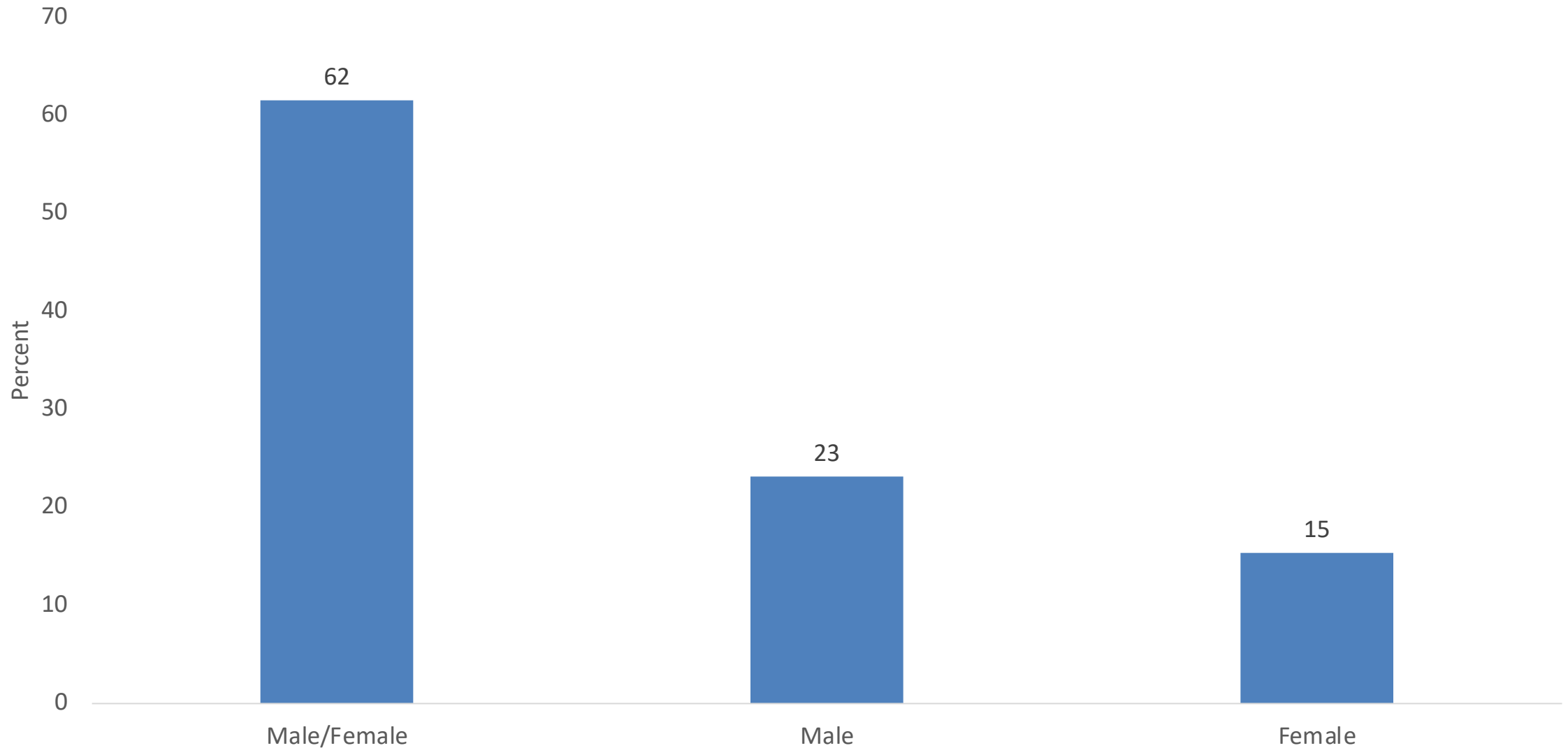
What is the legal structure of this business?



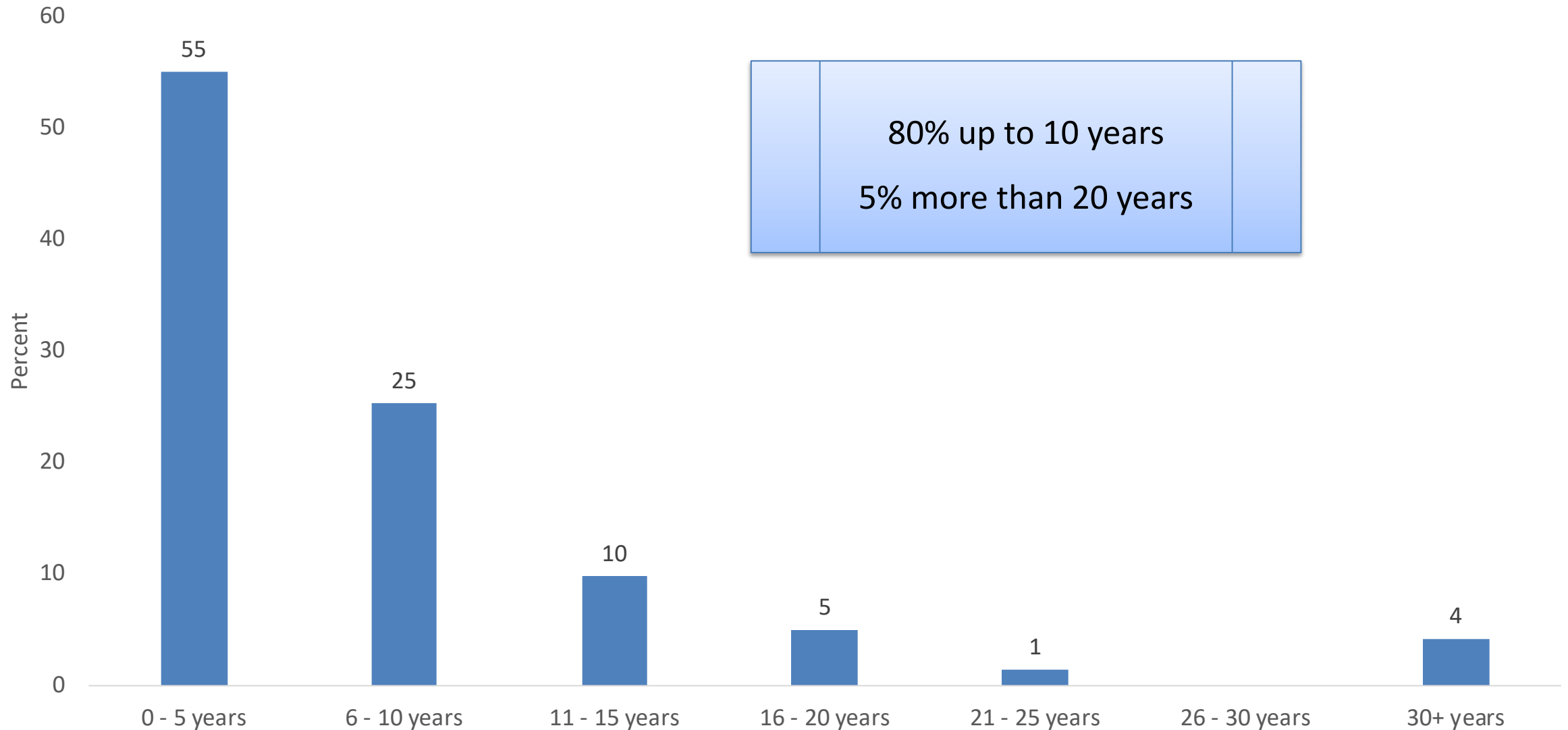
What is your role in this business?



What is the gender(s) of the business owner(s)?



How long have you been in this role?



What is the primary focus of your business?



Other business sectors 34%

Accommodation provider 24%

Retail/handicrafts 17%

Visitor activities/tours 9%

Restaurant/café/bar 7%

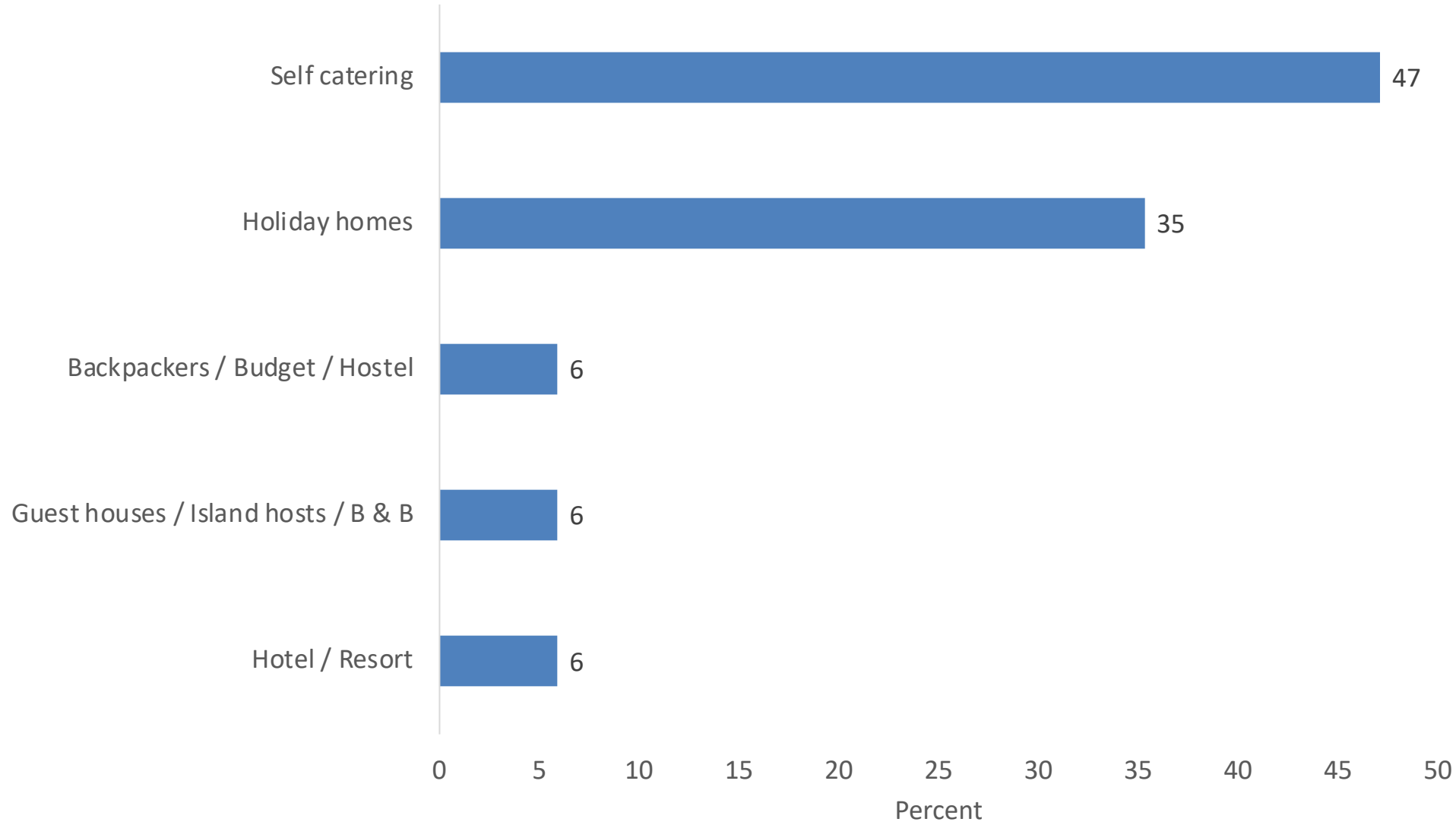
Agriculture 6%

Vehicle rental 3%

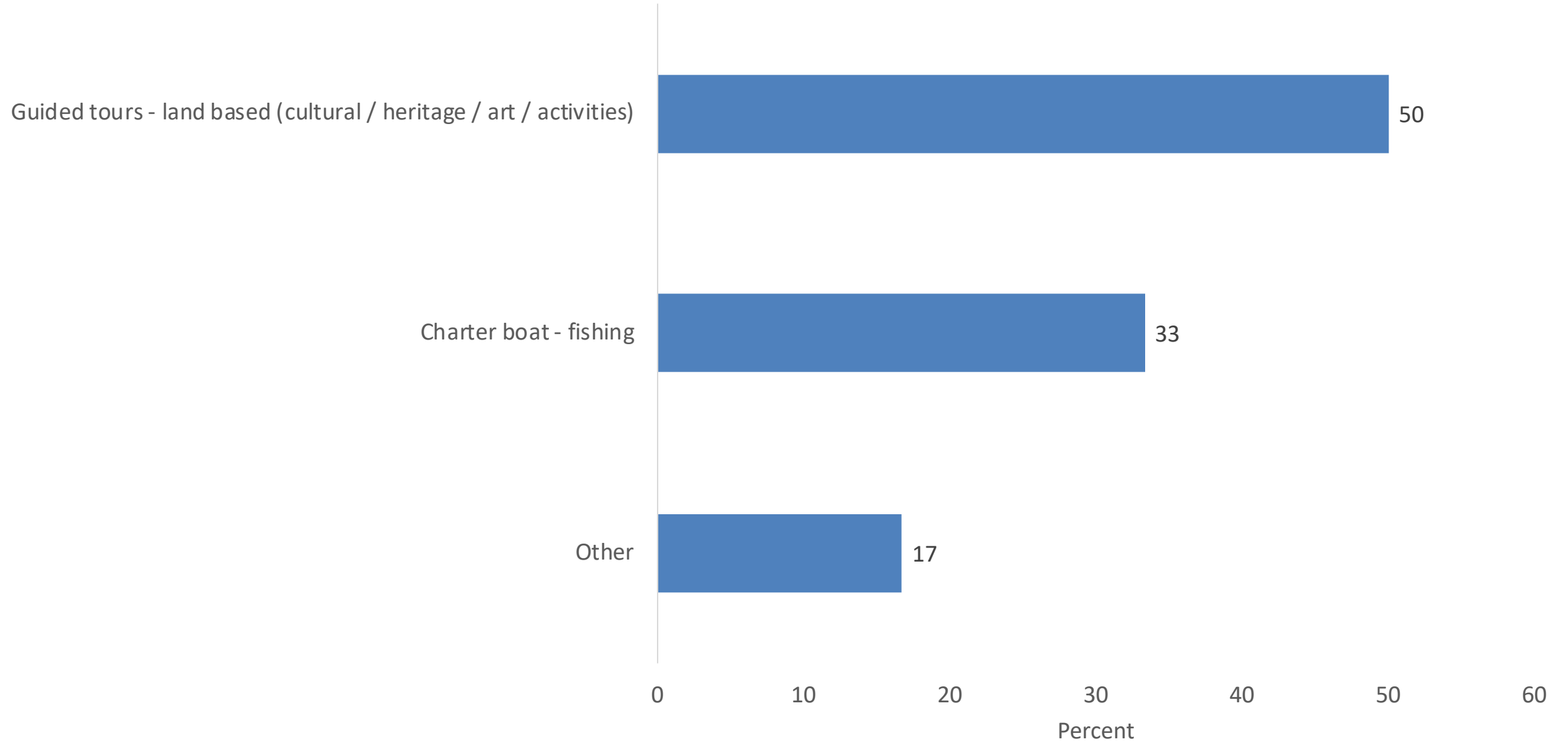
 Tourism sector (43%)

 Non-tourism sectors (57%)

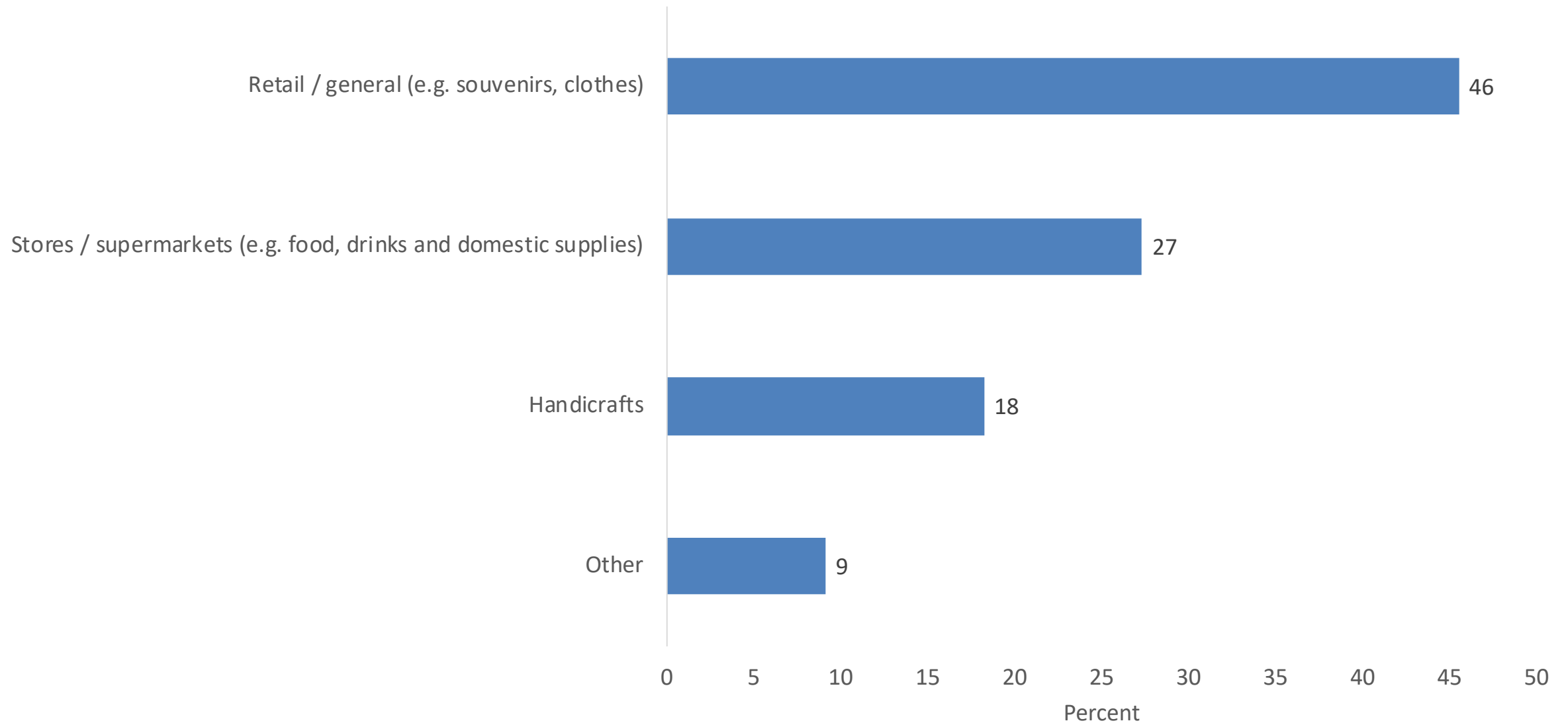
Accommodation provider: Main focus of business



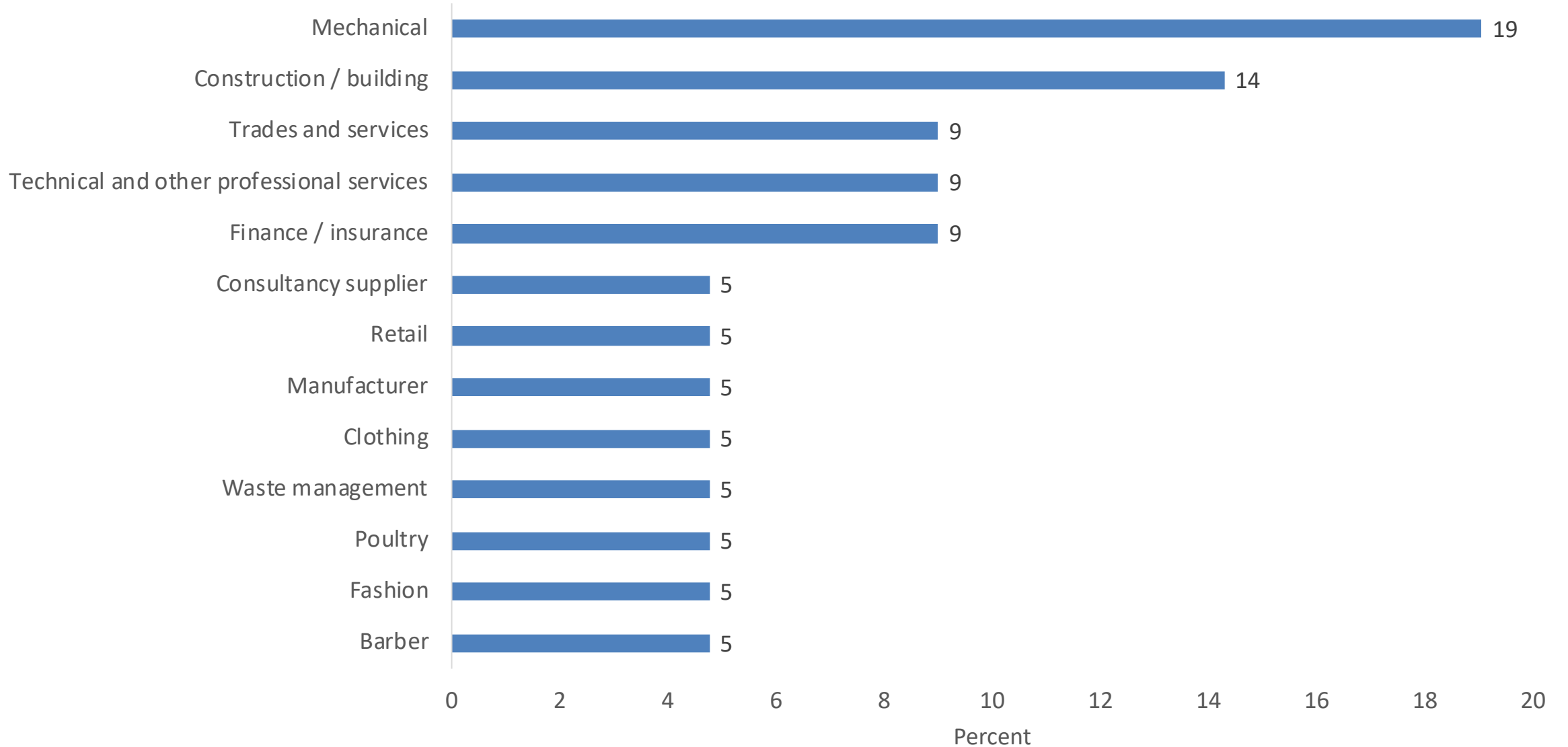
Visitor activities/tours: Main focus of business



Retail/handicrafts: Main focus of business

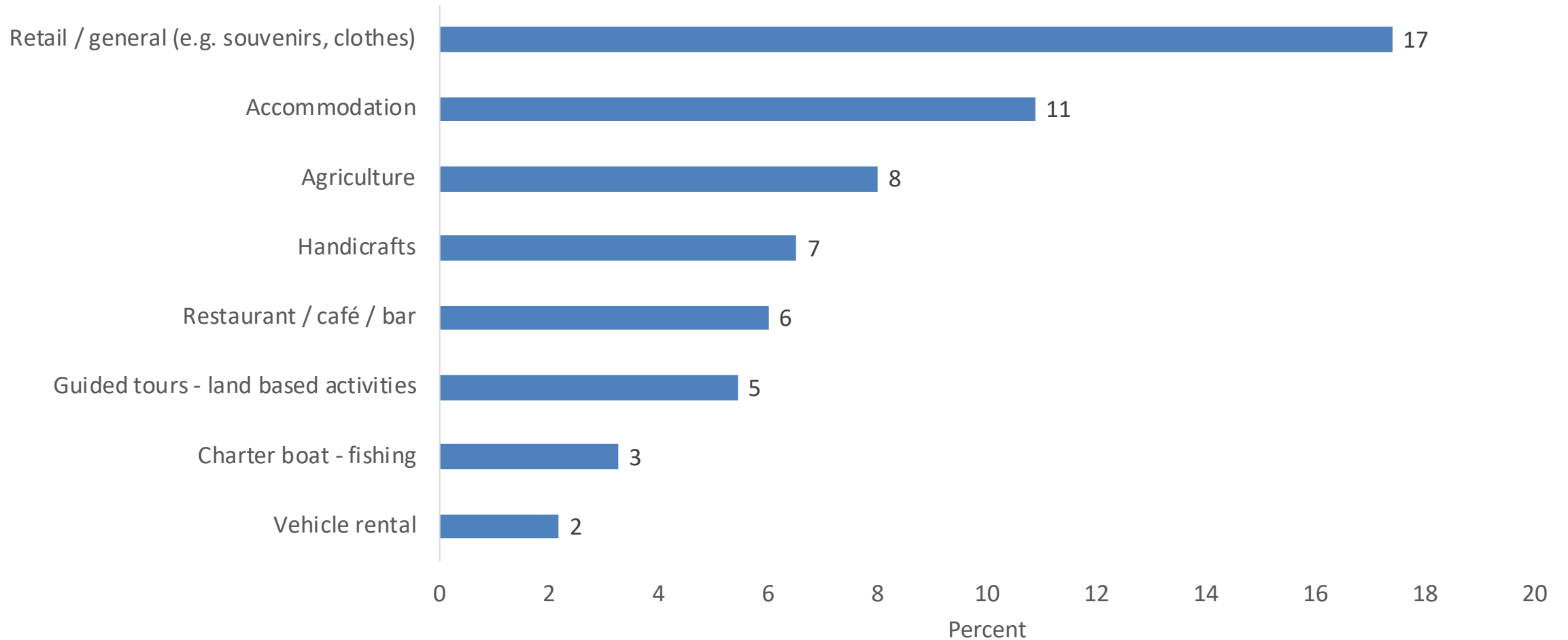


Other business sectors: Main focus of business



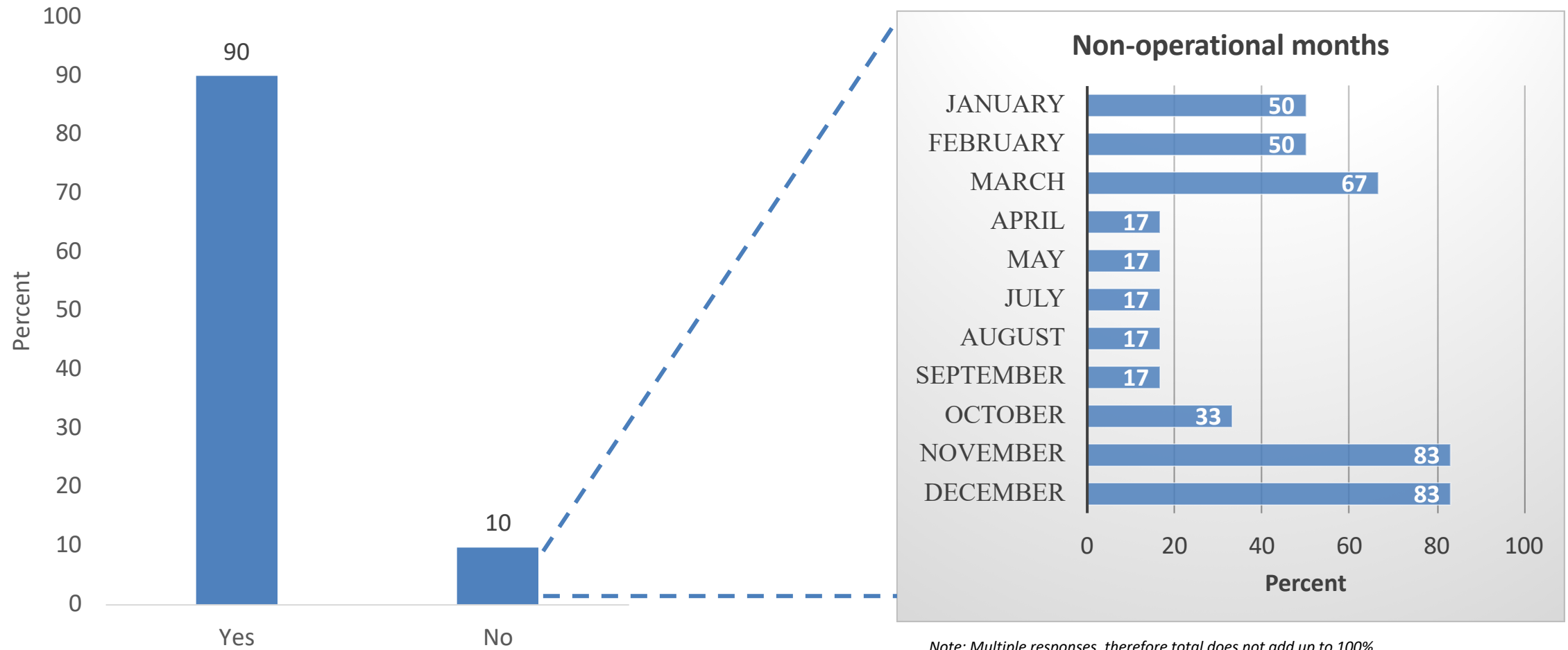
Secondary focus of your business

Top 8 selections



Others include: Charter boat - whale watching / diving; Petrol station / mechanical repairs; Equipment rental (bikes / sporting gear etc); Information; Identity; Planning; Media and communication; Commission; Ecommerce/export; Freight & Services; Mechanic; Consultancy.

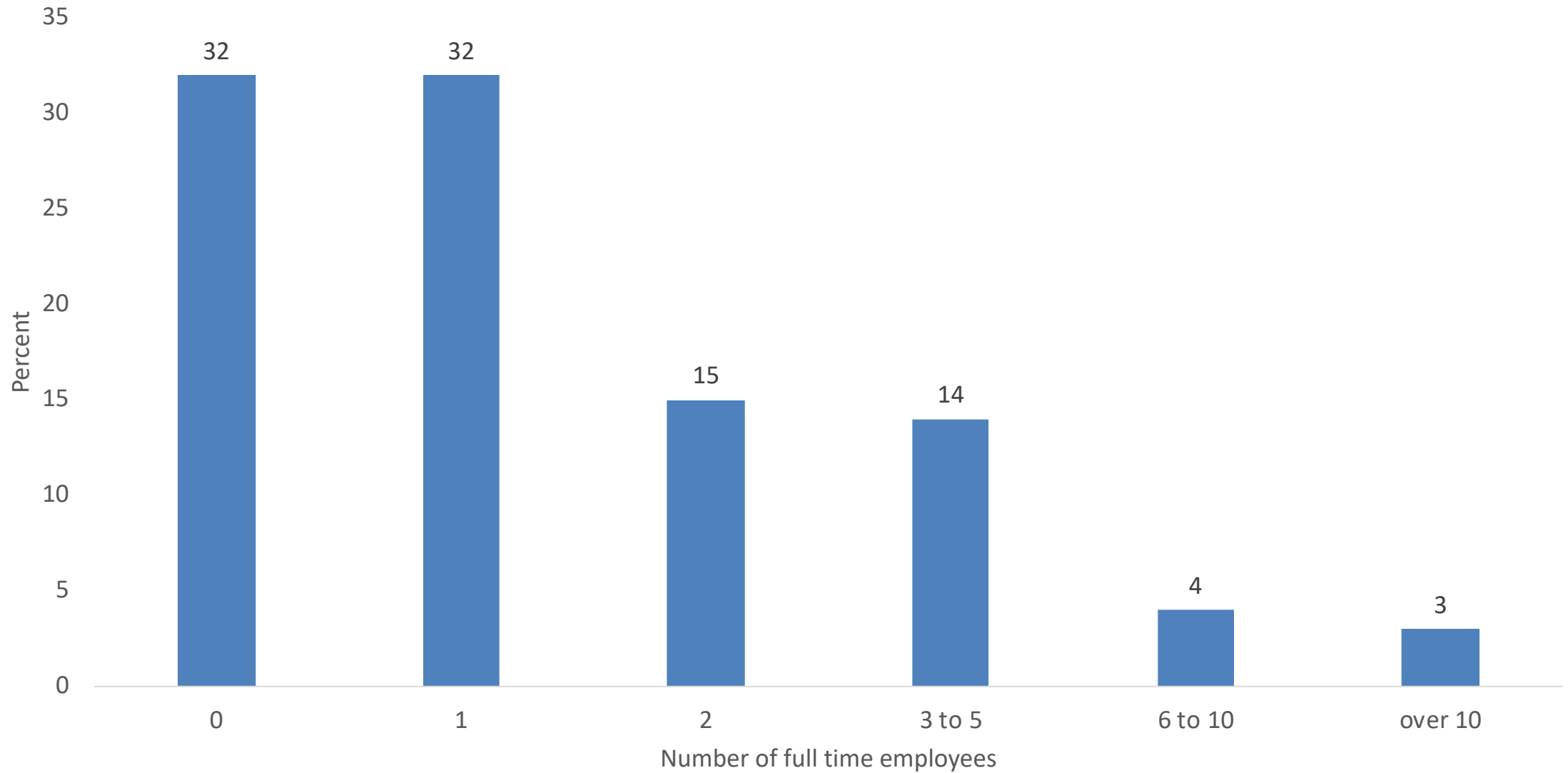
Does the primary business operate all year round?



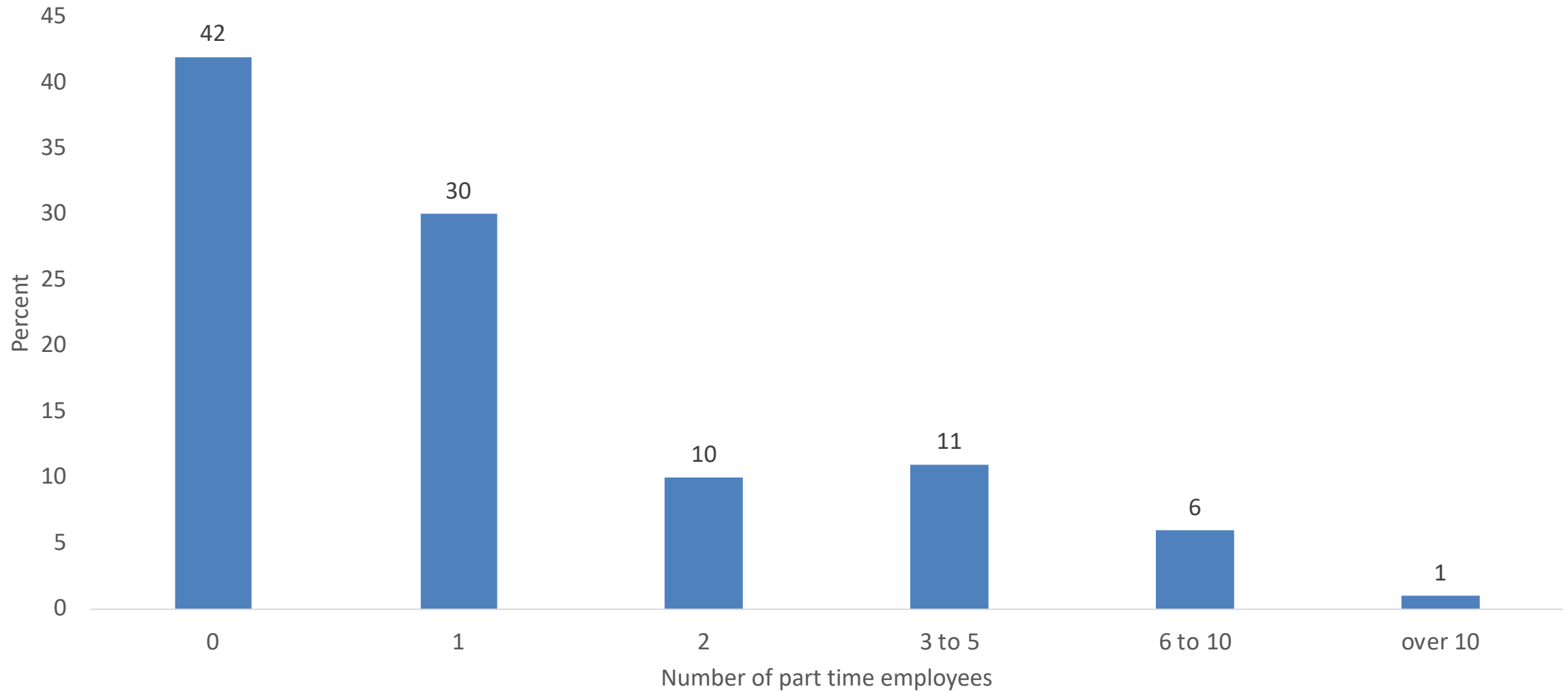
Staffing



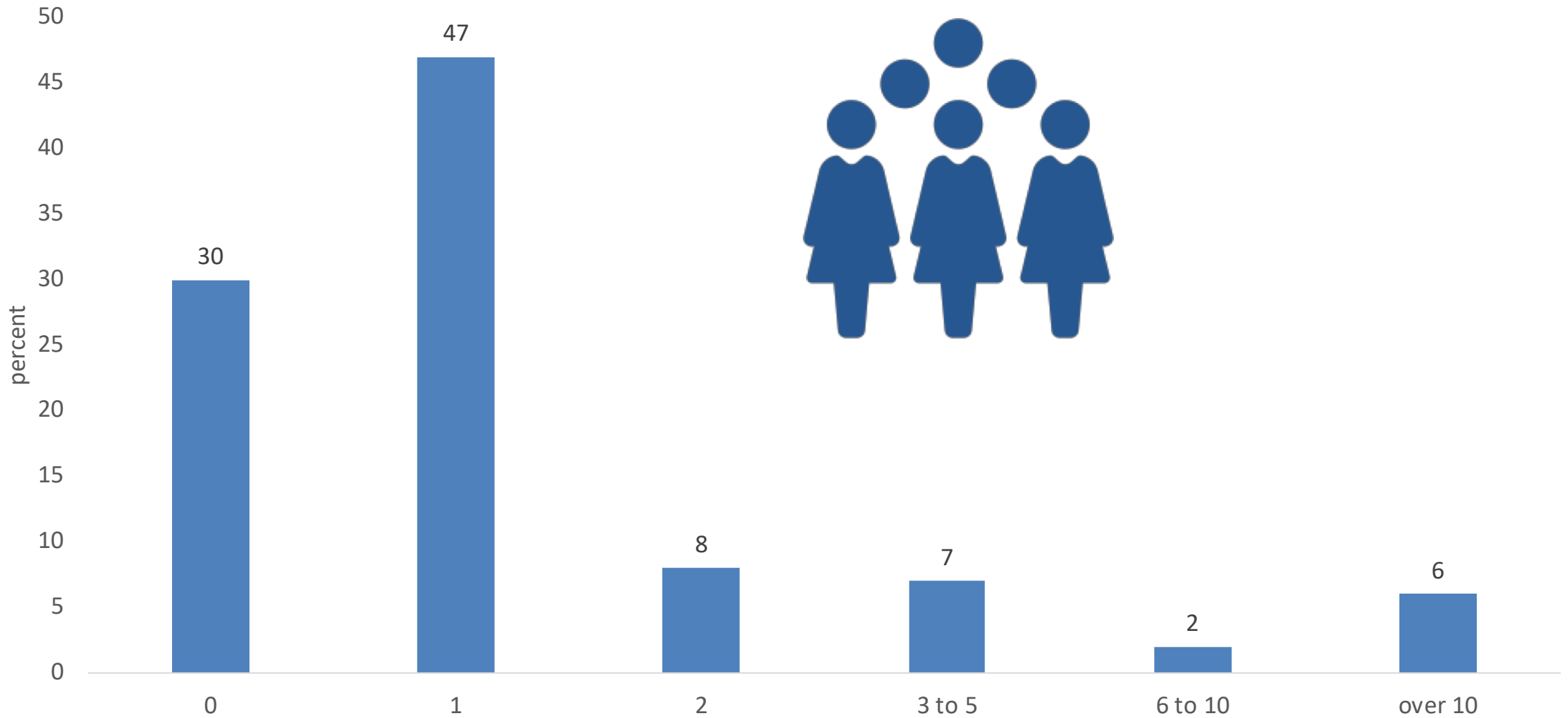
Total number of full time employees



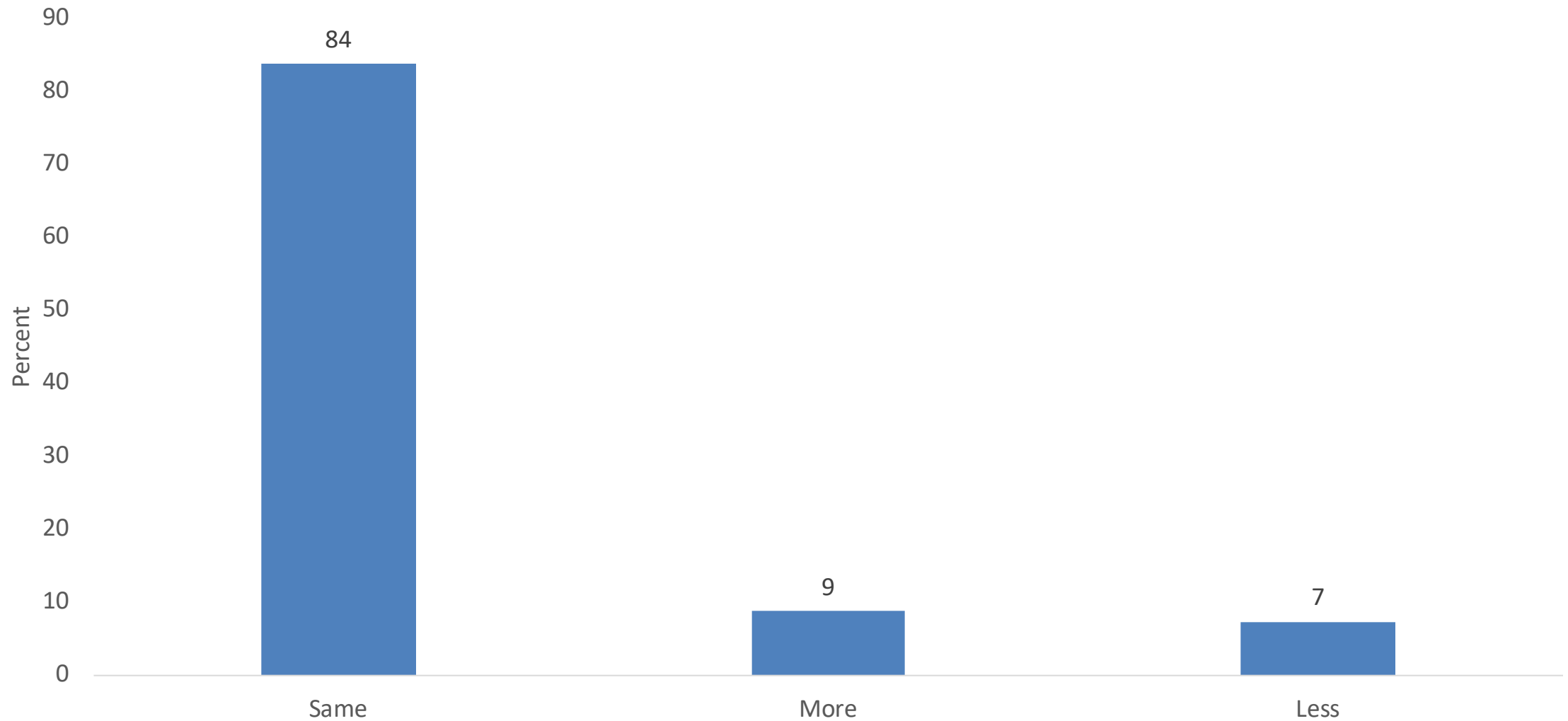
Total number of part time employees



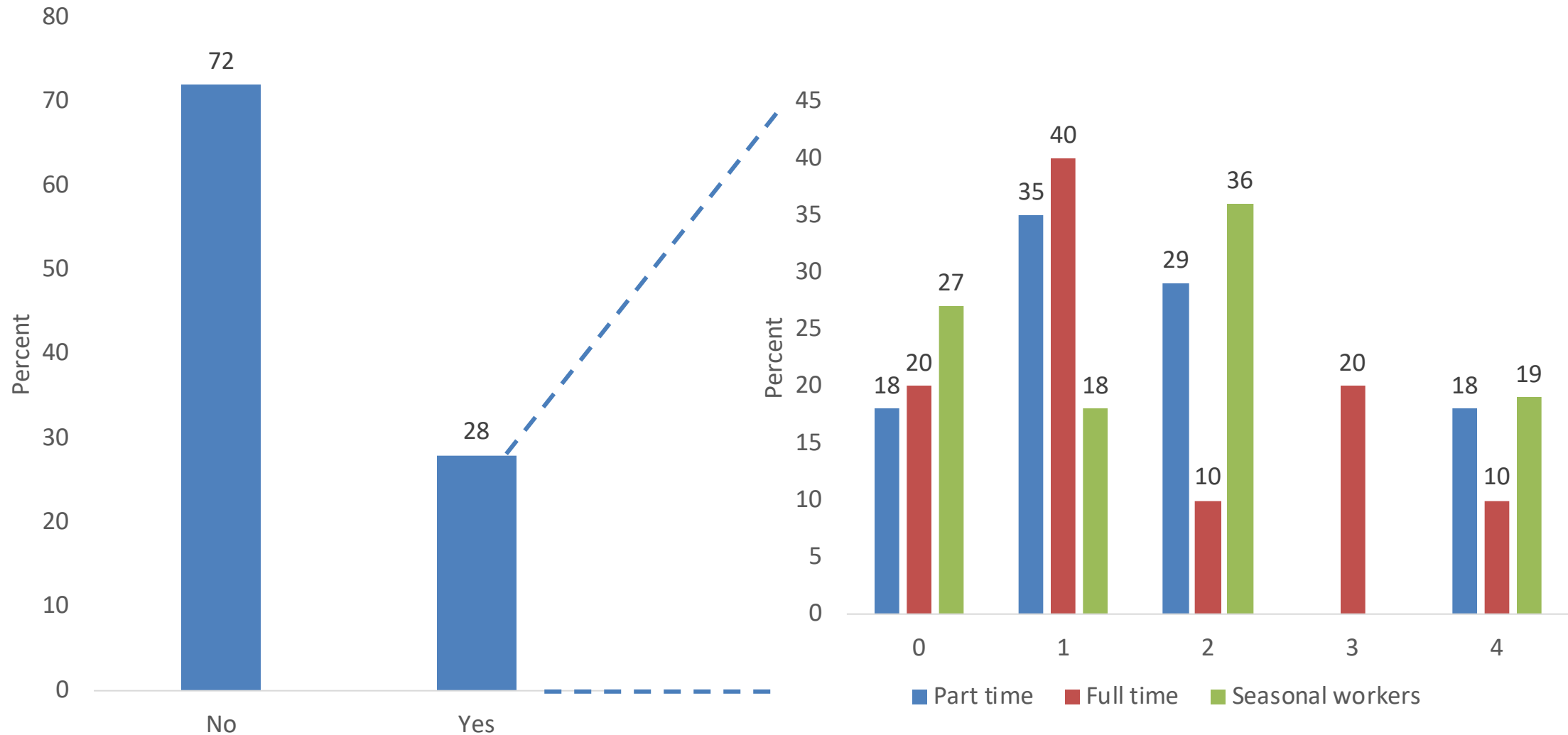
Number of staff that are women



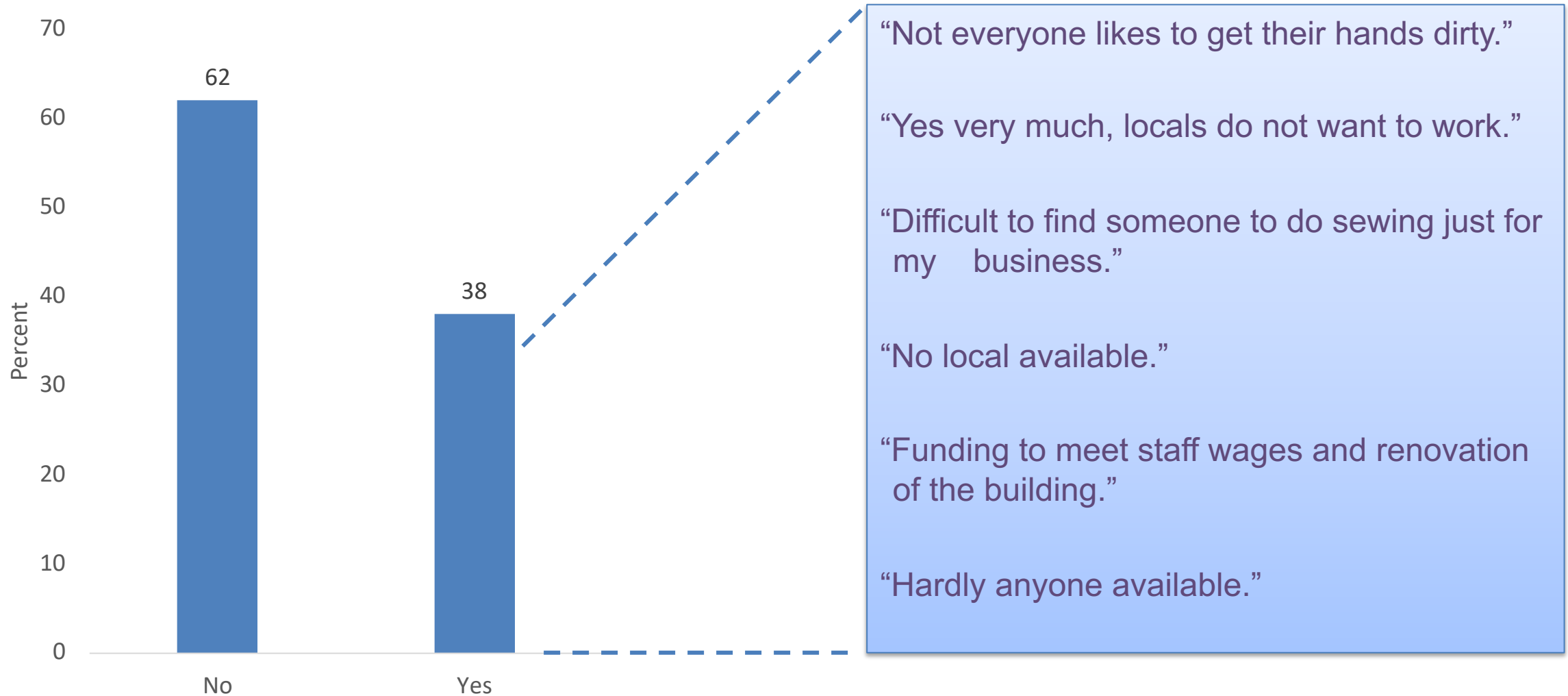
Is the number of employees the same, more or less than the pervious year?



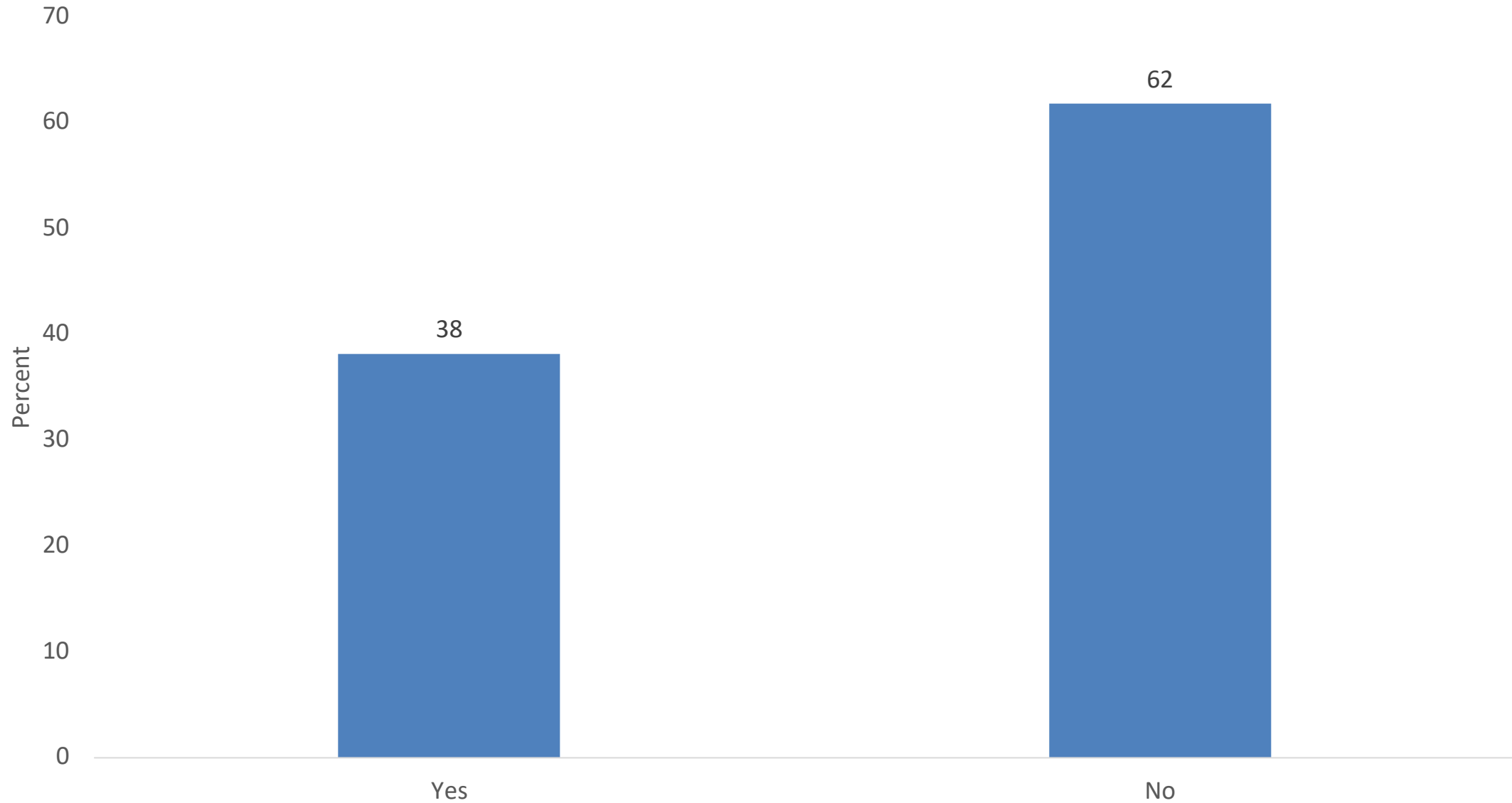
Are you looking to hire additional staff in the next 12 months?



Do you have any problems finding staff



Do you have any staff training needs ?

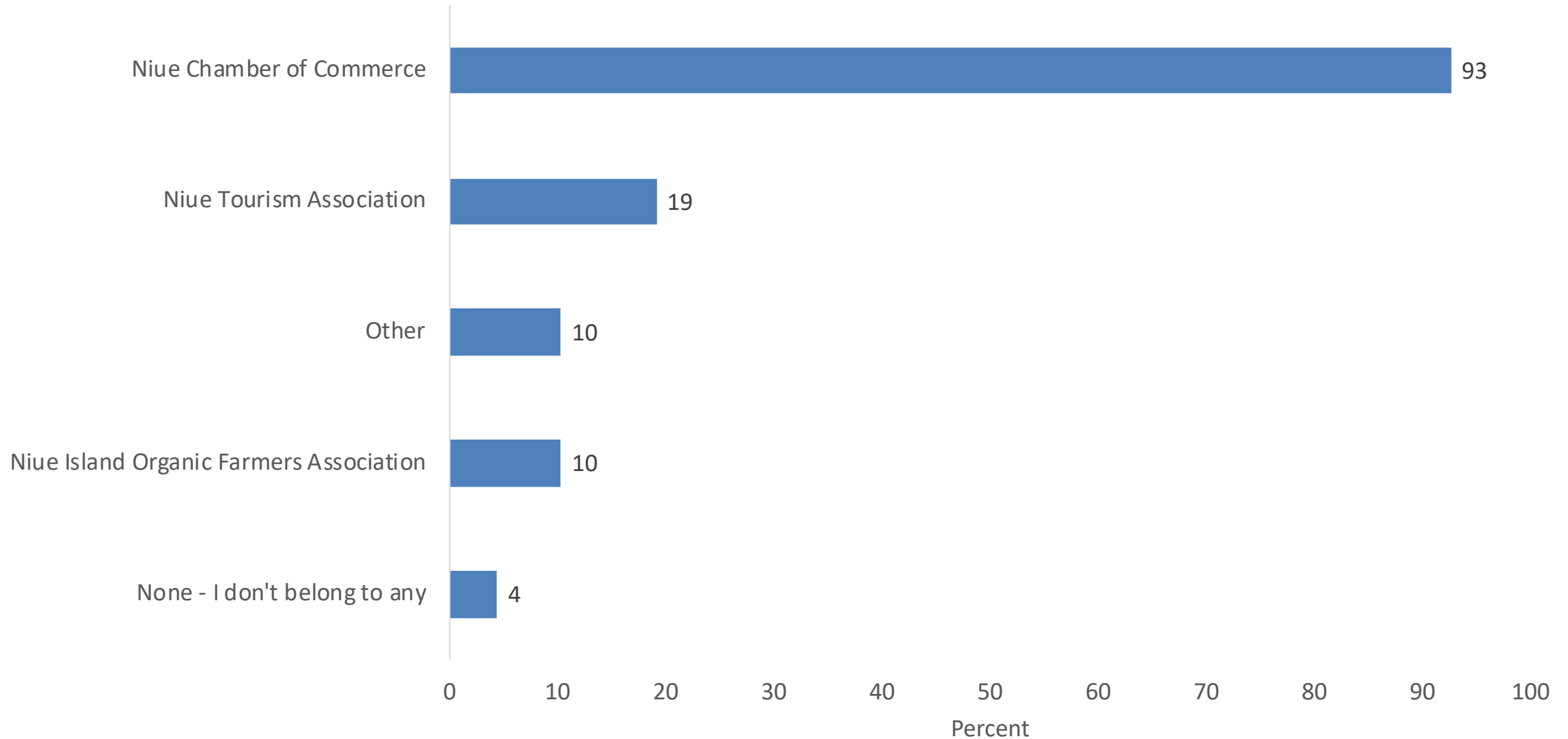


What training needs do you think would benefit this business?

Theme	Share of respondents	
Computer skills training/education (computer literacy, program and app development, technical skills)	27%	“Computer design of patterns, setting and cutting vinyl for printing”
Business management (pricing, marketing, product development, innovation, Business planning, self accounting software use and taxation, e business information)	19%	“Specialized computer, tablet & mobile technical repair training.”
Customer service	15%	“Business planning, self accounting software use and taxation, e-business information.”
Food and beverage, preparation and planning	15%	“Management training, food costing/pricing, marketing.”
Health and safety	8%	“Personal development for staff - Chamber workshops are good.”
On job training	8%	“Customer service online and face to face, computer literate.”
Cultural knowledge	4%	“Food control plan, customer service, bar work.”
Staff personal development	4%	“Customer service, health and safety, first aid, kitchen skills and update on new trends.”

- Respondents could give more than one answer, so total does not add up to 100%.

Which local business or industry organisations do you belong to?

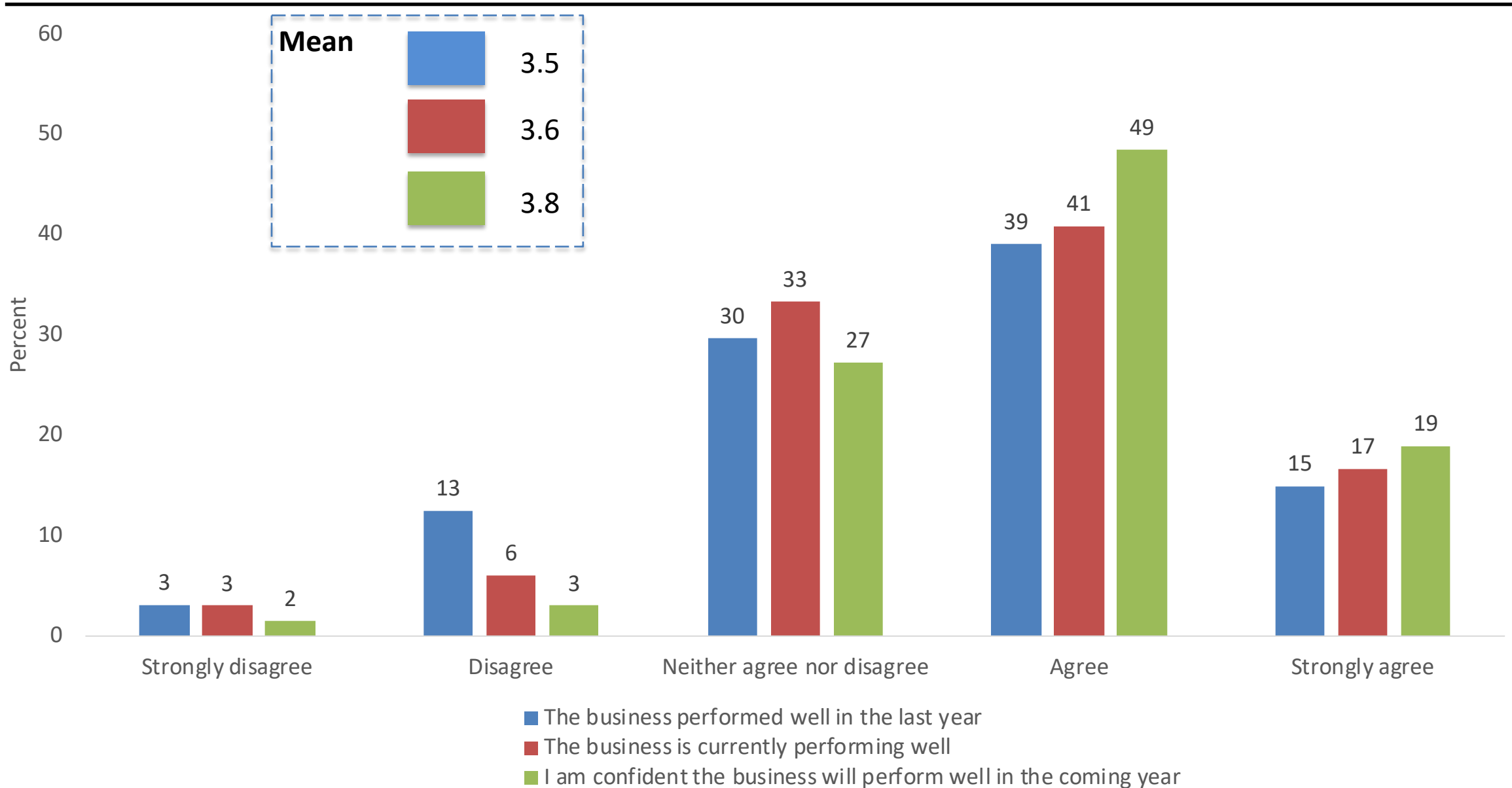


Note: Multiple responses, therefore total does not add up to 100%



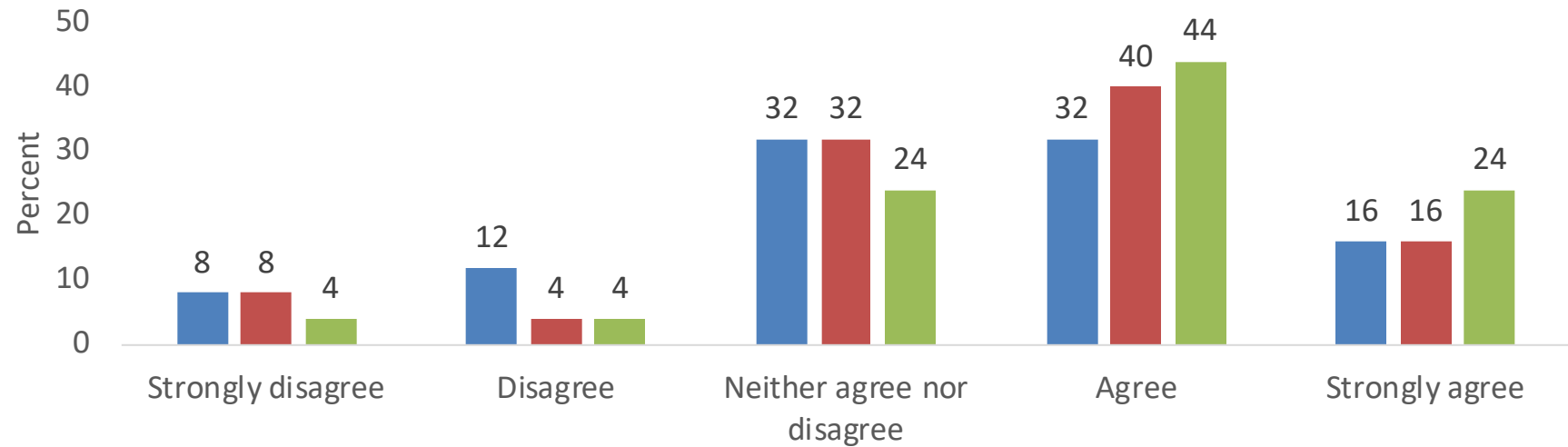
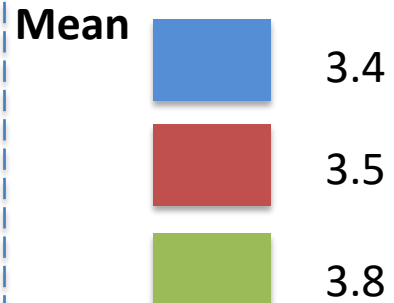
The Business Climate

Your level of agreement with the following statements

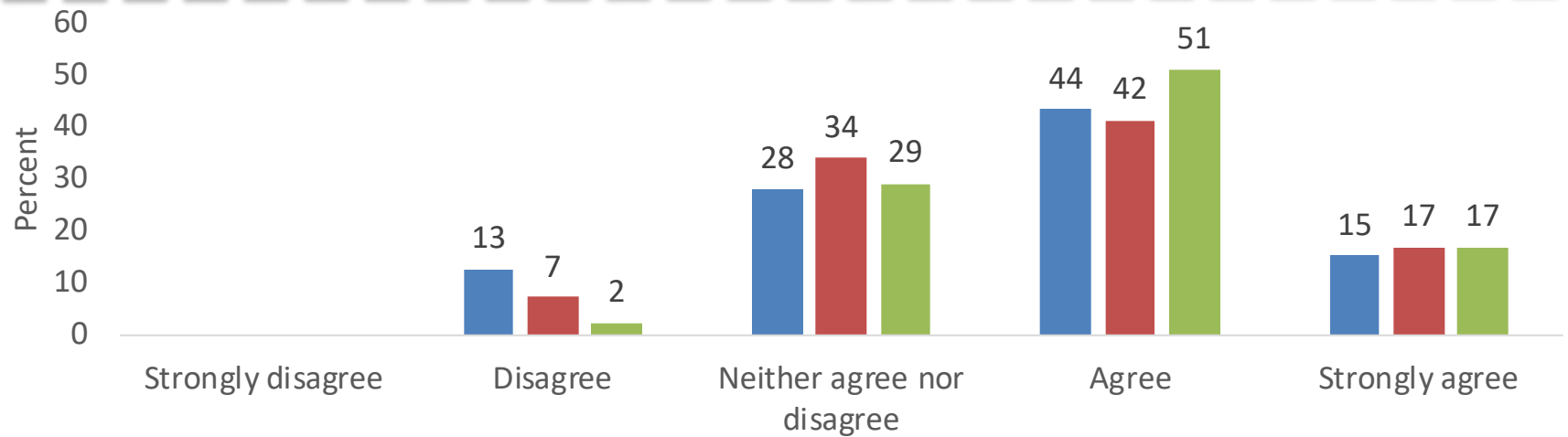
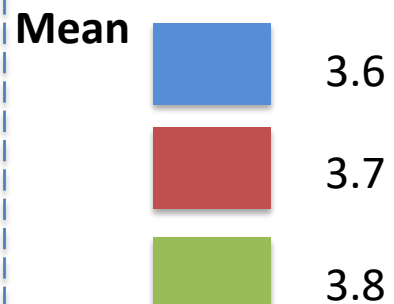


Your level of agreement with the following statements

Tourism sector



Non-tourism sectors



- The business performed well in the last year
- The business is currently performing well
- I am confident the business will perform well in the coming year

Major challenges for the business in next five years

Theme	Share of respondents
Staff	27%
Competition	21%
Increasing cost	19%
Infrastructure	18%
Government policy	15%
Investment and financial issues	10%
Business growth	8%
Natural disasters	6%
Climate and weather	3%

“Finding staff, increasing cost of purchases, infrastructure - particularly power outages which cost businesses a lot of money.”

“More businesses in operation, offering similar goods means competition is high.”

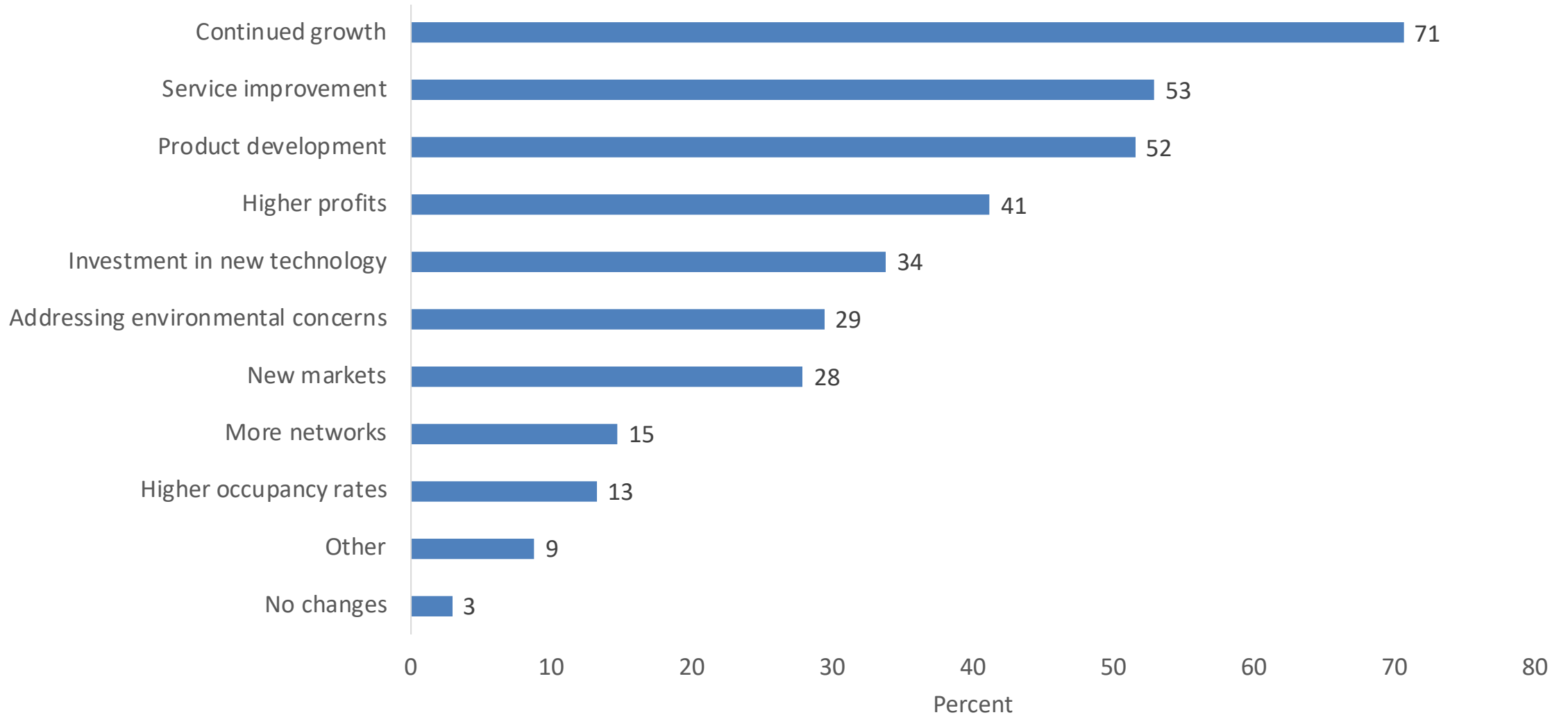
“Infrastructure not being upgraded or at least progressively upgraded (Water/Power/Roads).”

“Major challenges would be the client not able to adhere to a savings plans for a deposit to get a loan at the local bank and to utilize my service. Also the increasing cost to build a home or an investment property on the Island with NCT & freight costs.”

“The weak focus of government from policy to regulation level on waste management and their linking partnerships with NGOs, CSOs and the private sector.”

* Respondents could give more than one answer, so total does not add up to 100%.

What are the plans for this business?



Note: Multiple responses, therefore total does not add up to 100%

Business development in the next five years

Theme	Share of respondents
Expect continued growth	44%
Expand into new markets	14%
Product enhancement	13%
No change <small>(comments about being a 'lifestyle' business only)</small>	9%
Expanding range of services offered	8%
More profitable	6%
Need financial support	5%
More environmentally friendly	3%
Online capabilities	3%

* Respondents could give more than one answer, so total does not add up to 100%.

"I see this business developing in the next five years with a higher occupancy rate, being able to cater for a boutique market that will see up market tourists."

"Expansion of target markets."

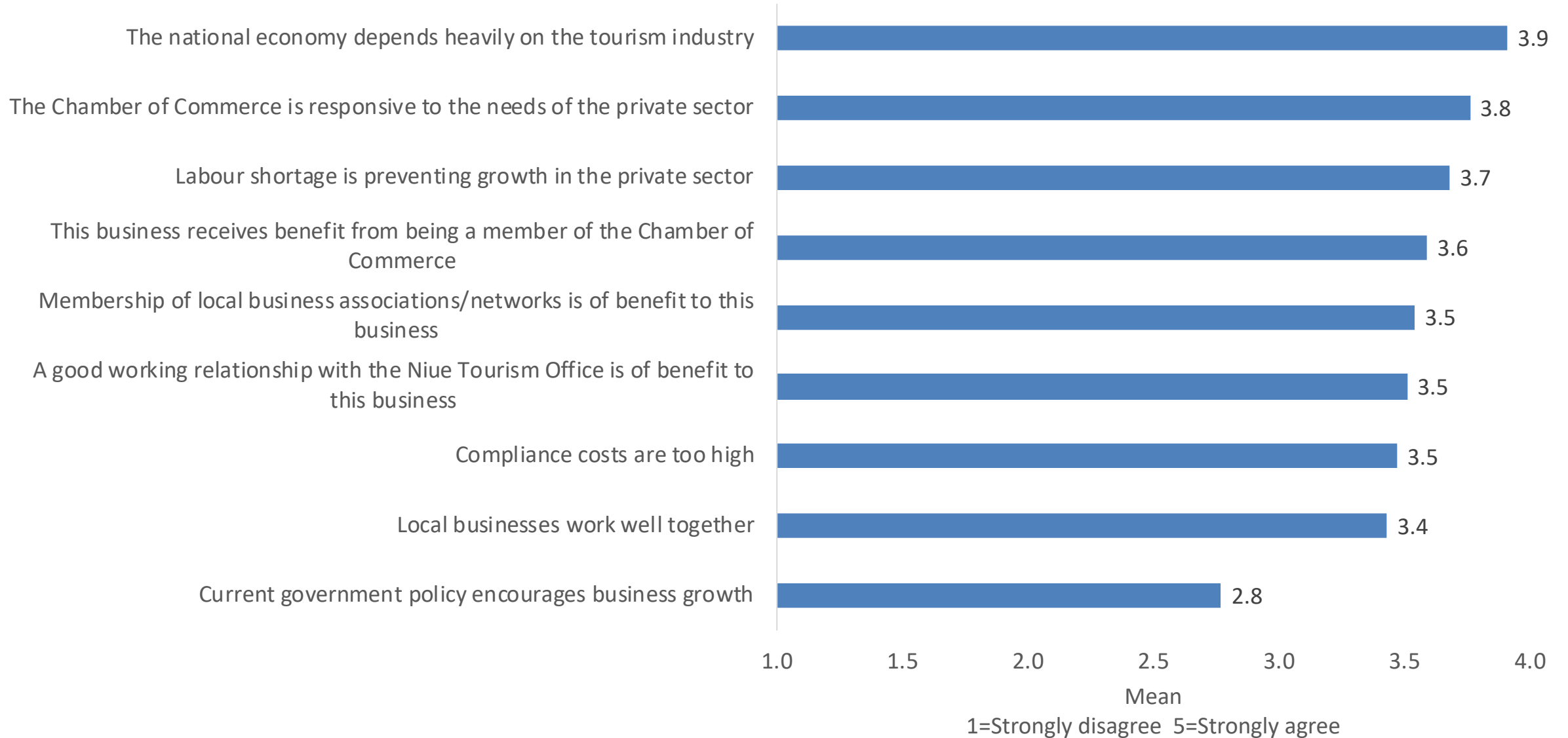
"Increase in inventory (more rooms), more tourists, higher yield in general."

"Slowly and steady"

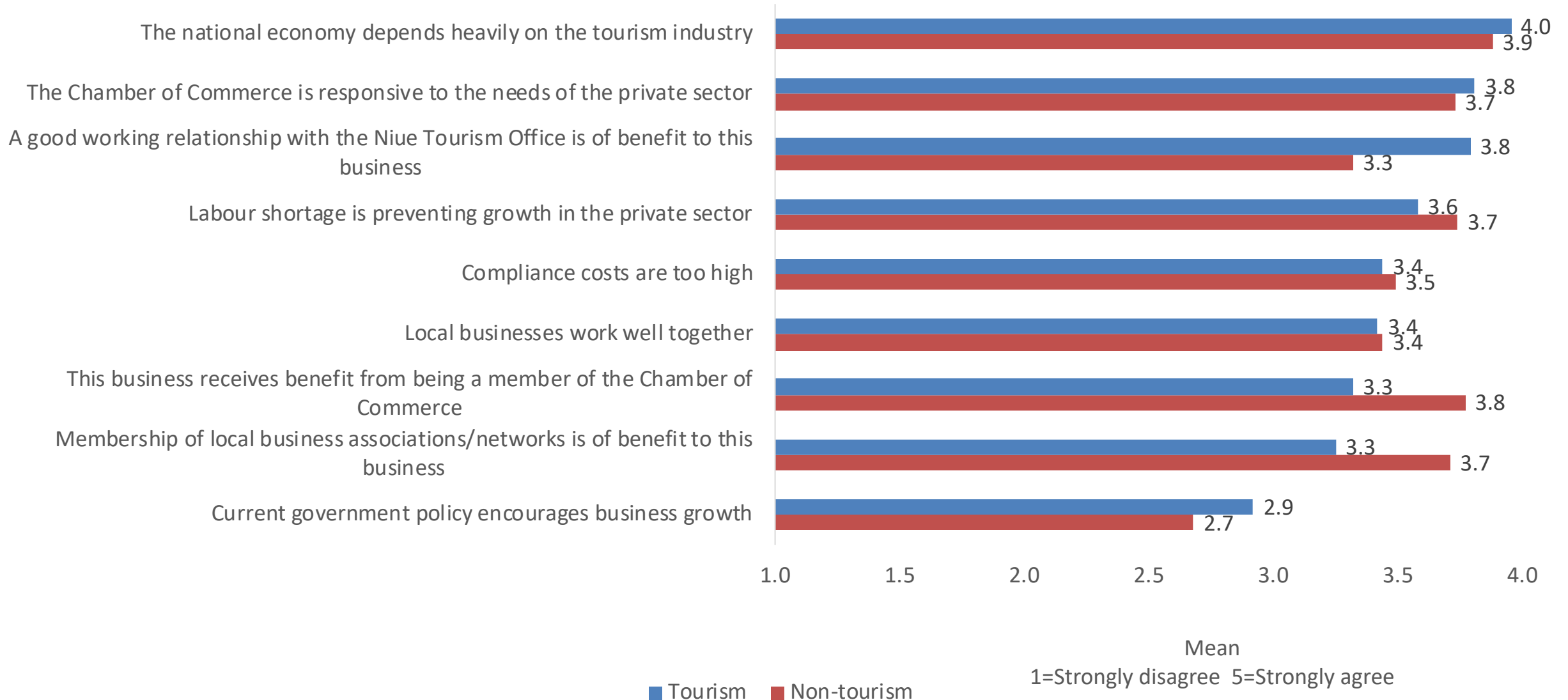
"Very positive but have alluded to a few challenges that may impact on the business. If the small operation continues to grow, then it may have to be on a full time basis i.e. to have full time staff working more than 40 hours."

"Fingers crossed it will be growing, but the Niue market is a very unpredictable one, you just never know what they like. "

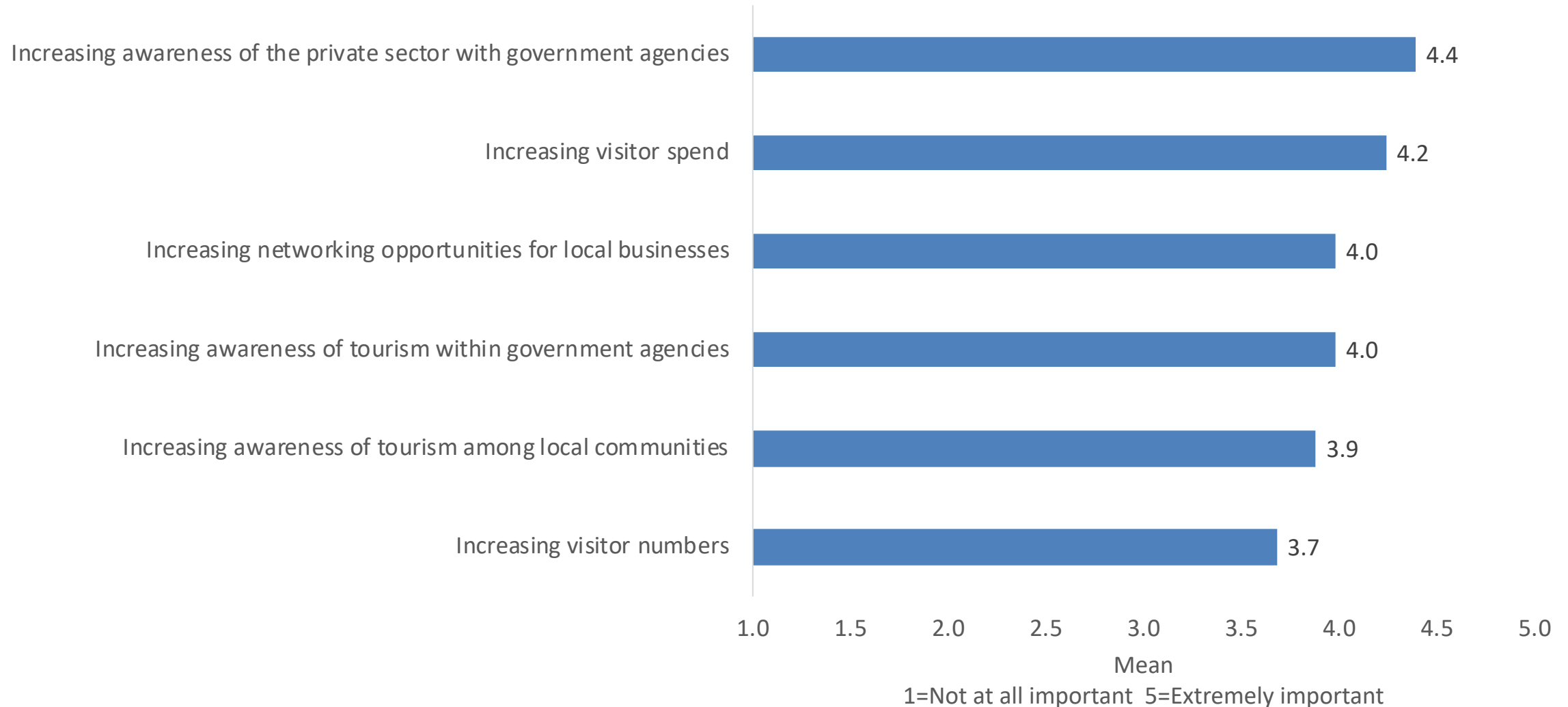
Agreement level for the following statements



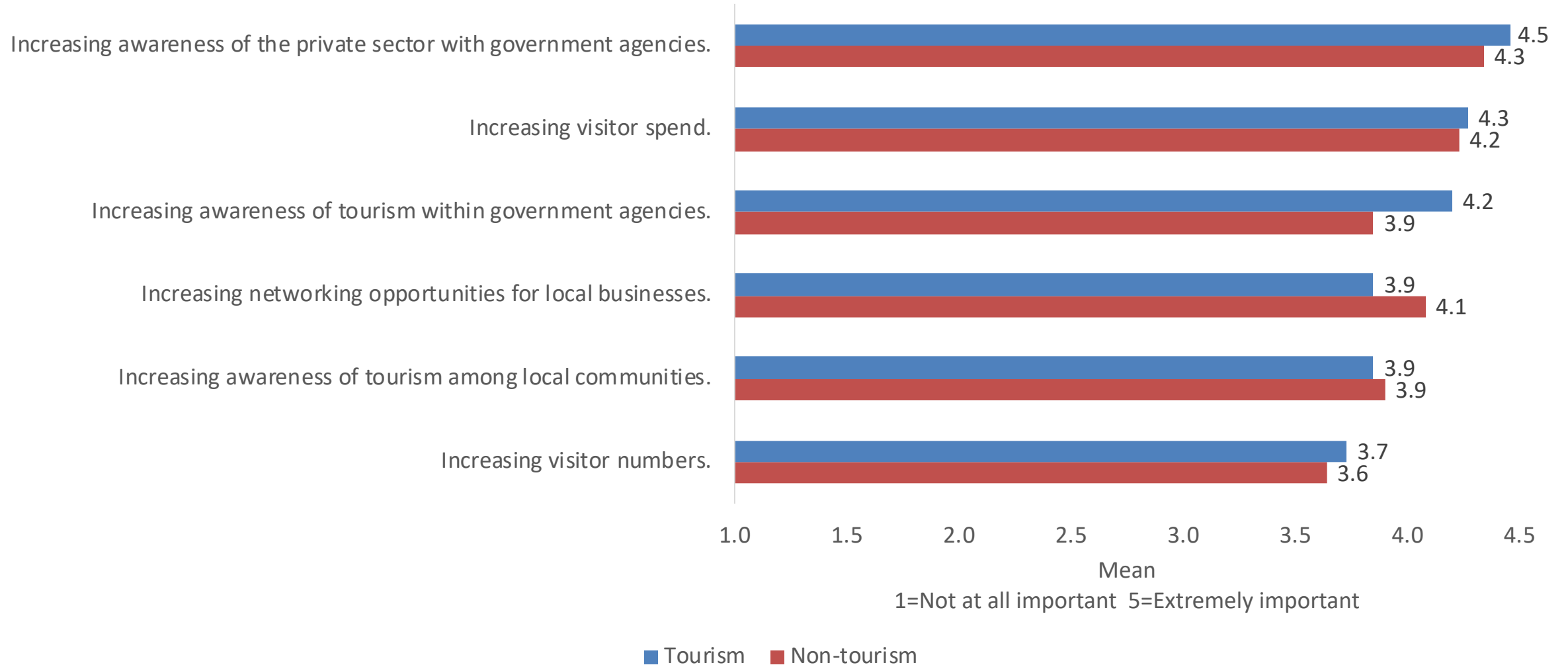
Comparison between tourism and non-tourism sectors



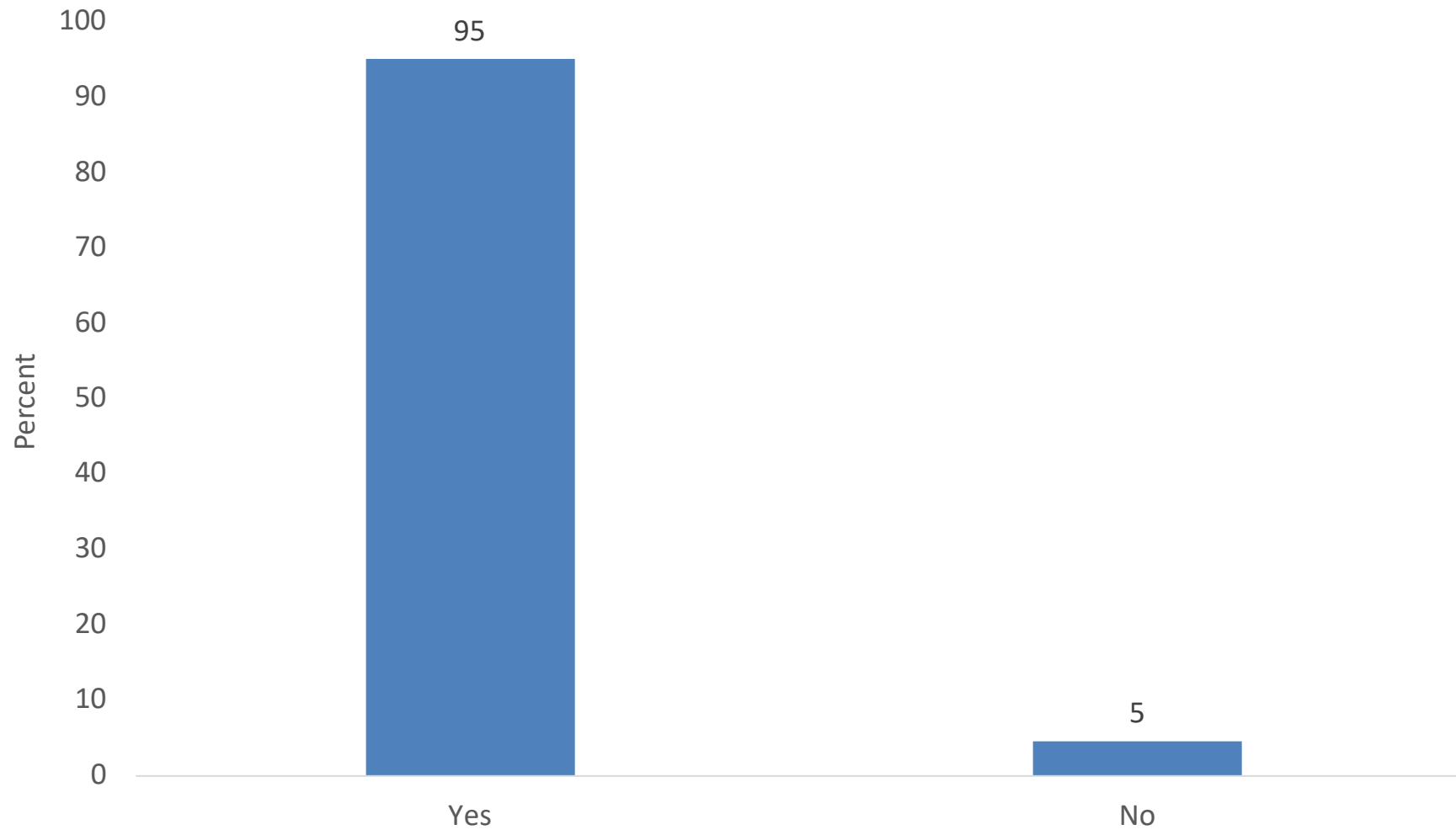
How important are the following to Niue?



Comparison between tourism and non-tourism sectors



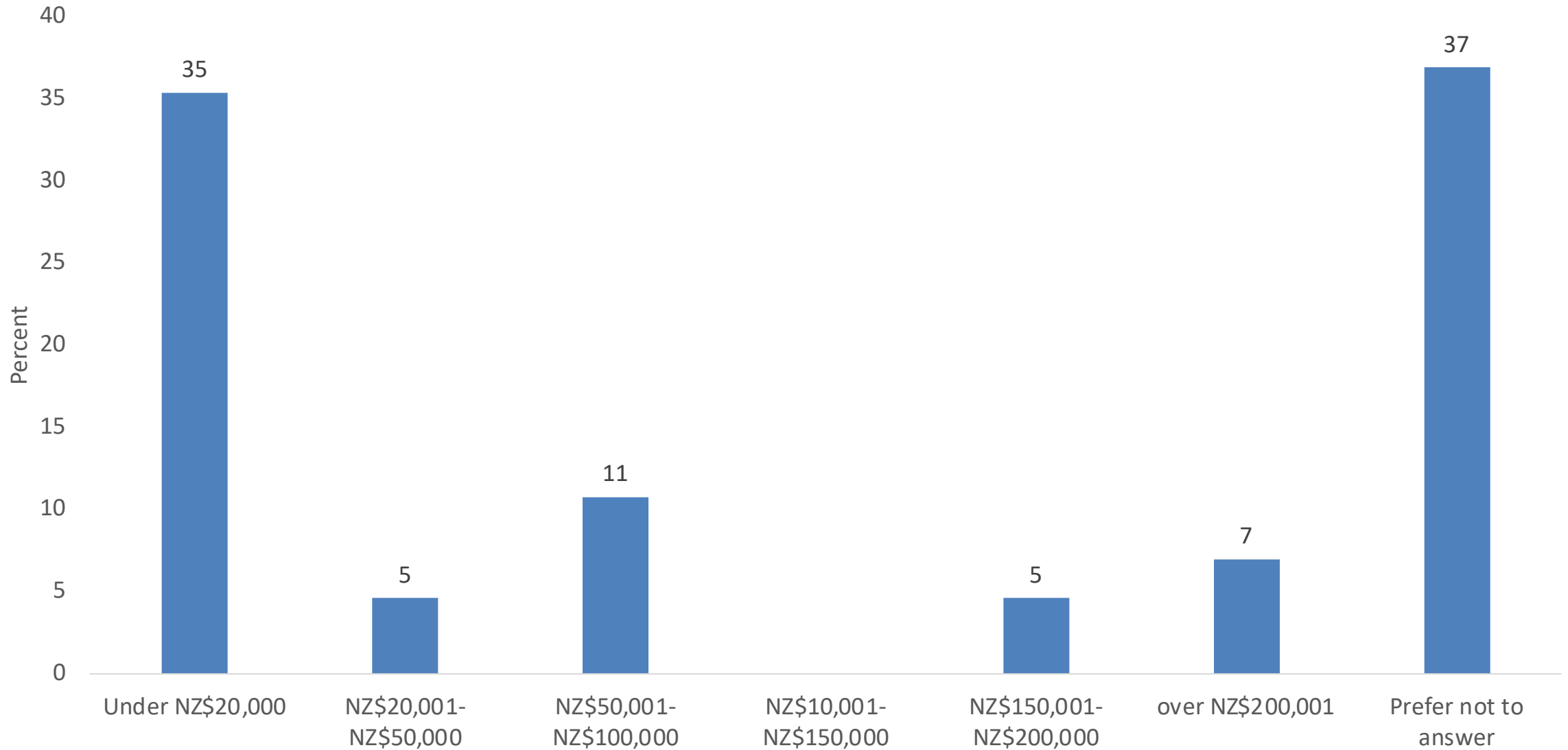
Are you aware of the Go! Niue app?



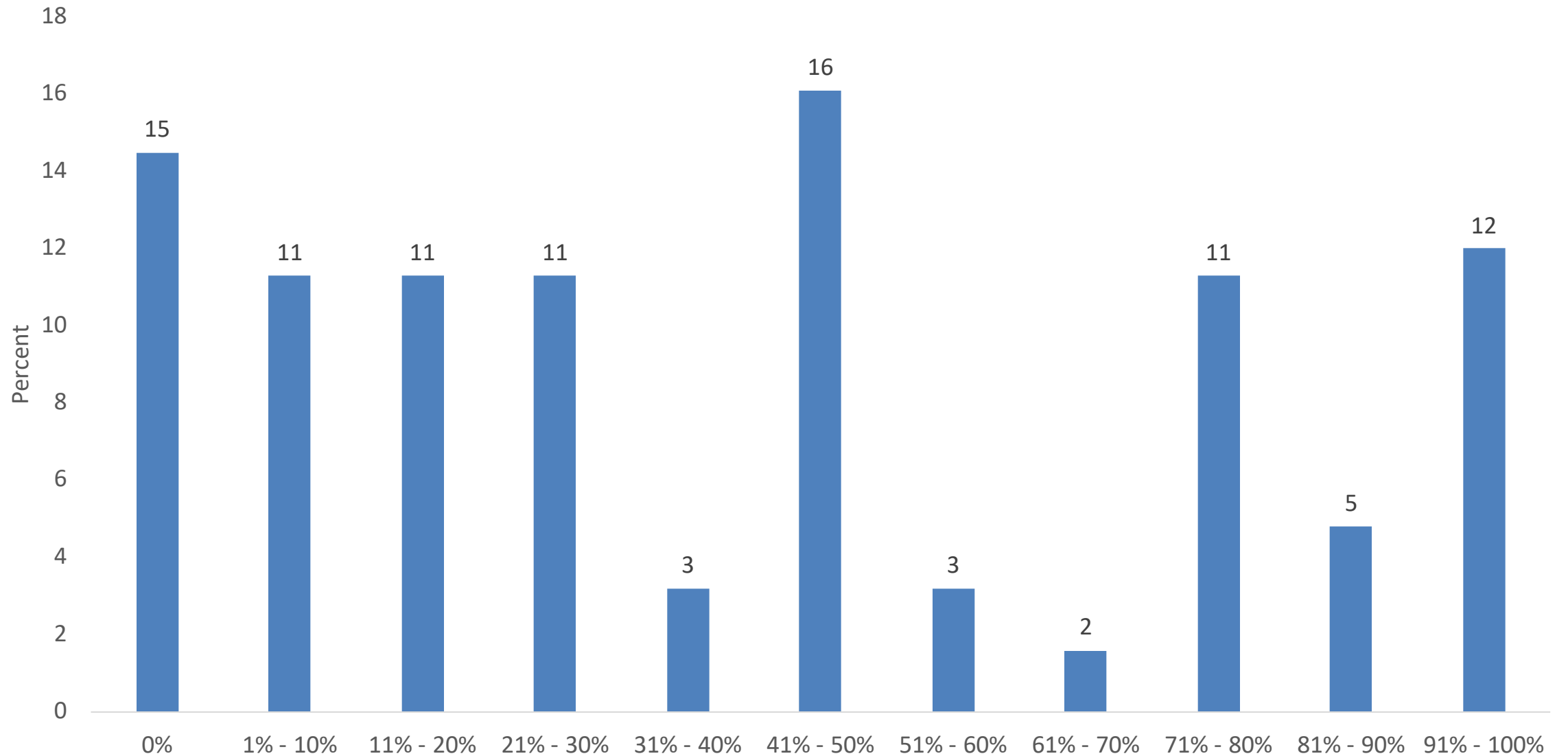


Revenue, Cost and Linkages

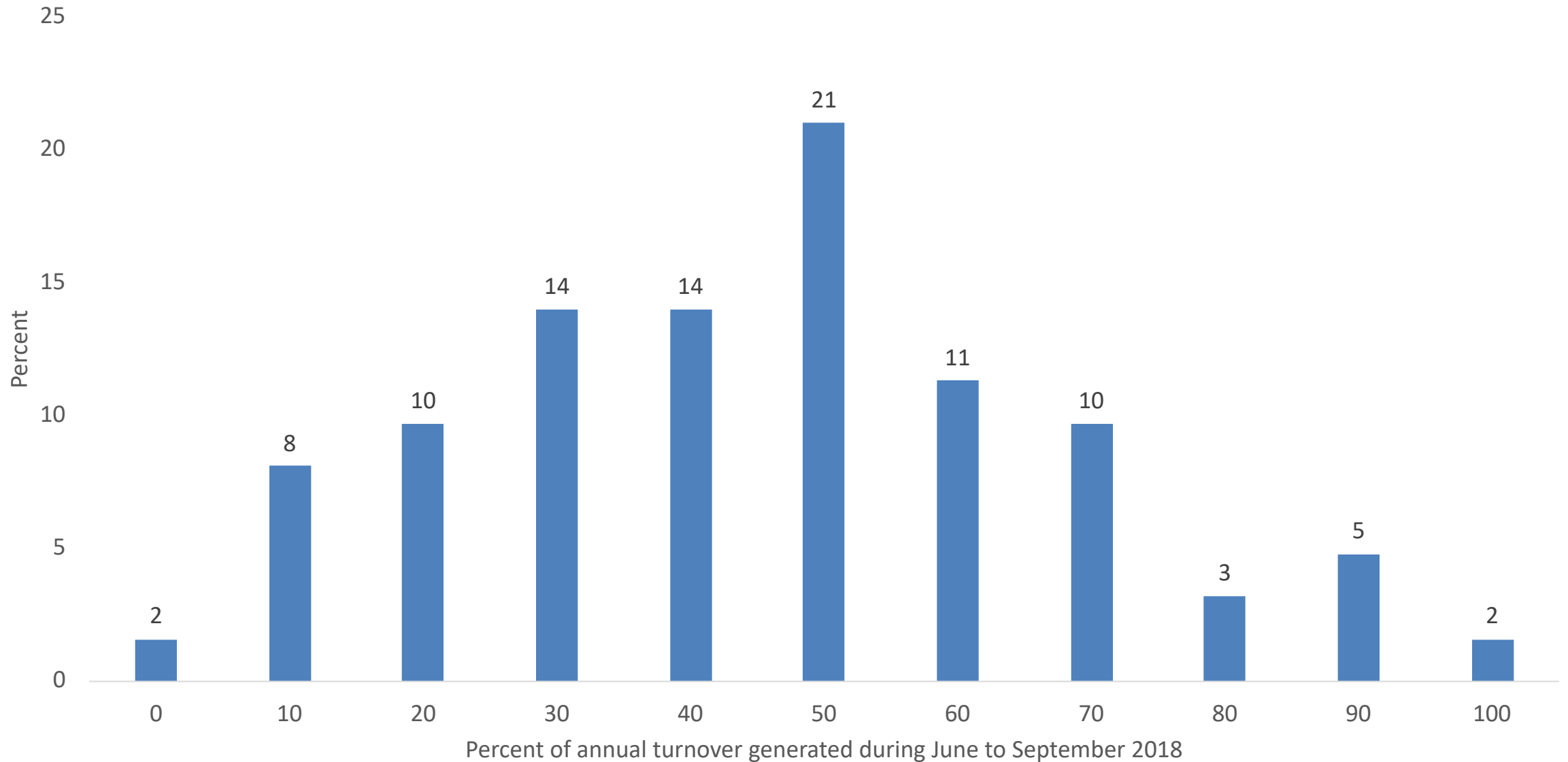
Primary business annual turnover in the last financial year



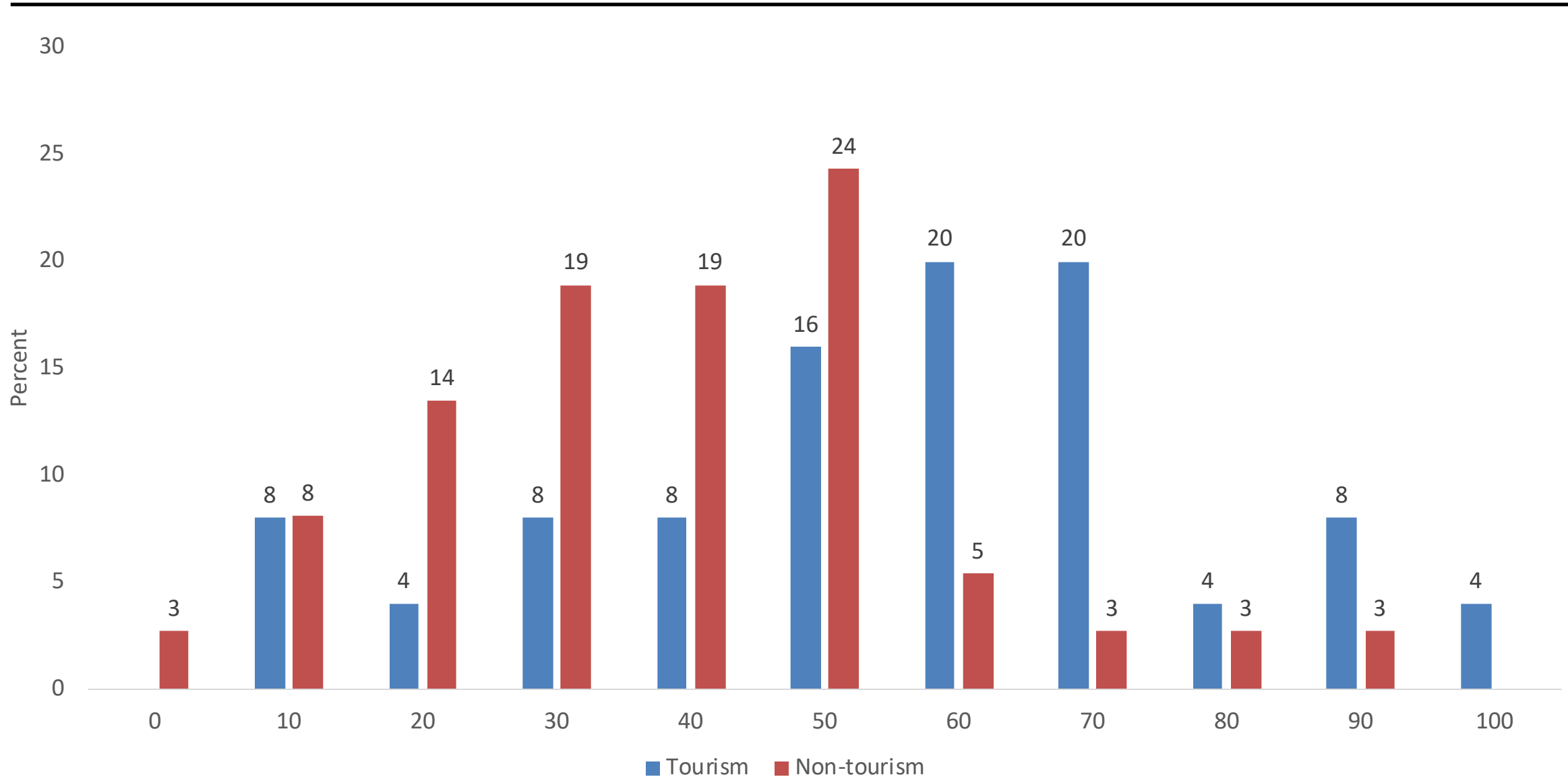
Annual turnover that comes from tourism



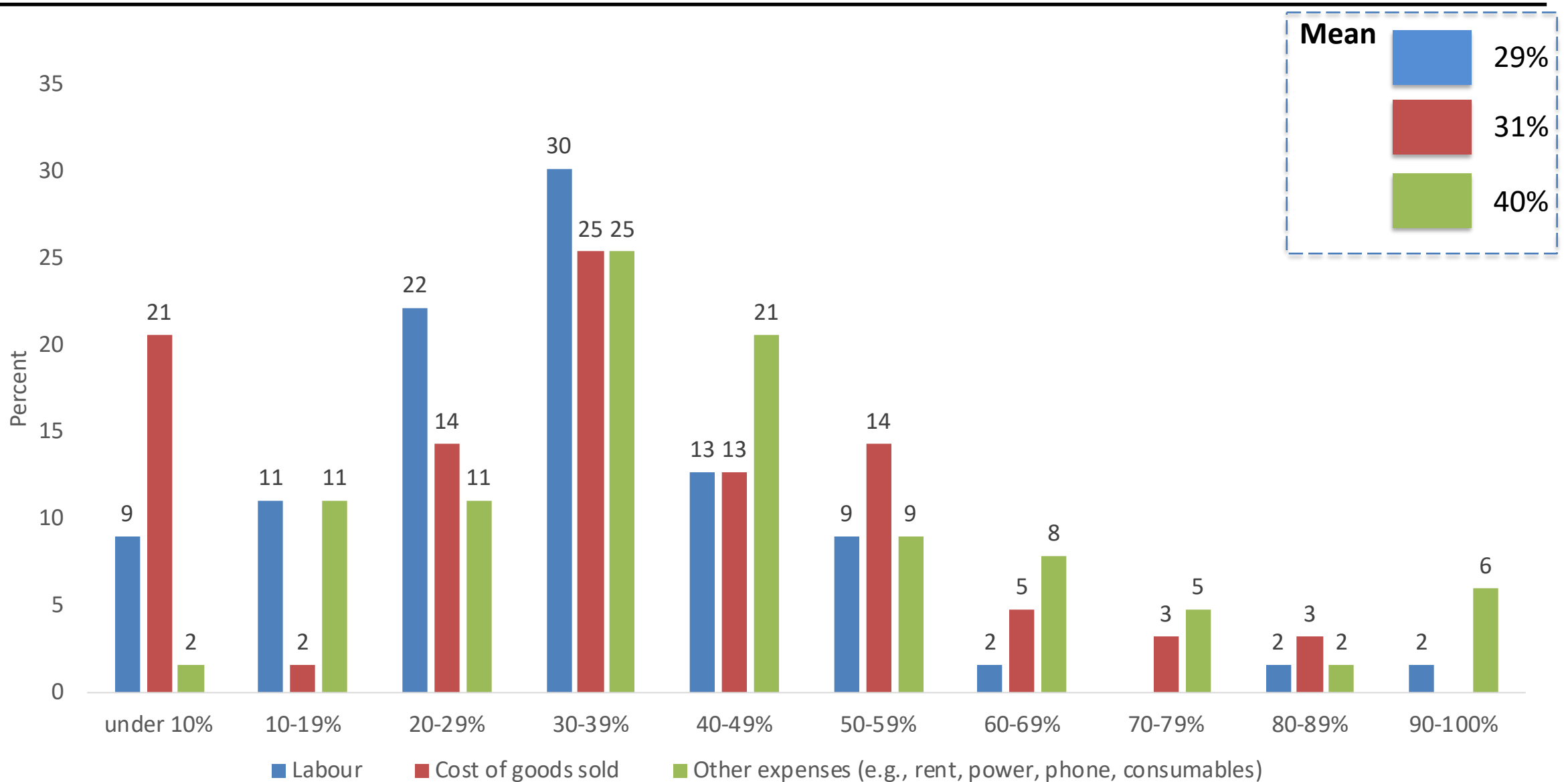
Percentage of turnover generated between June to September



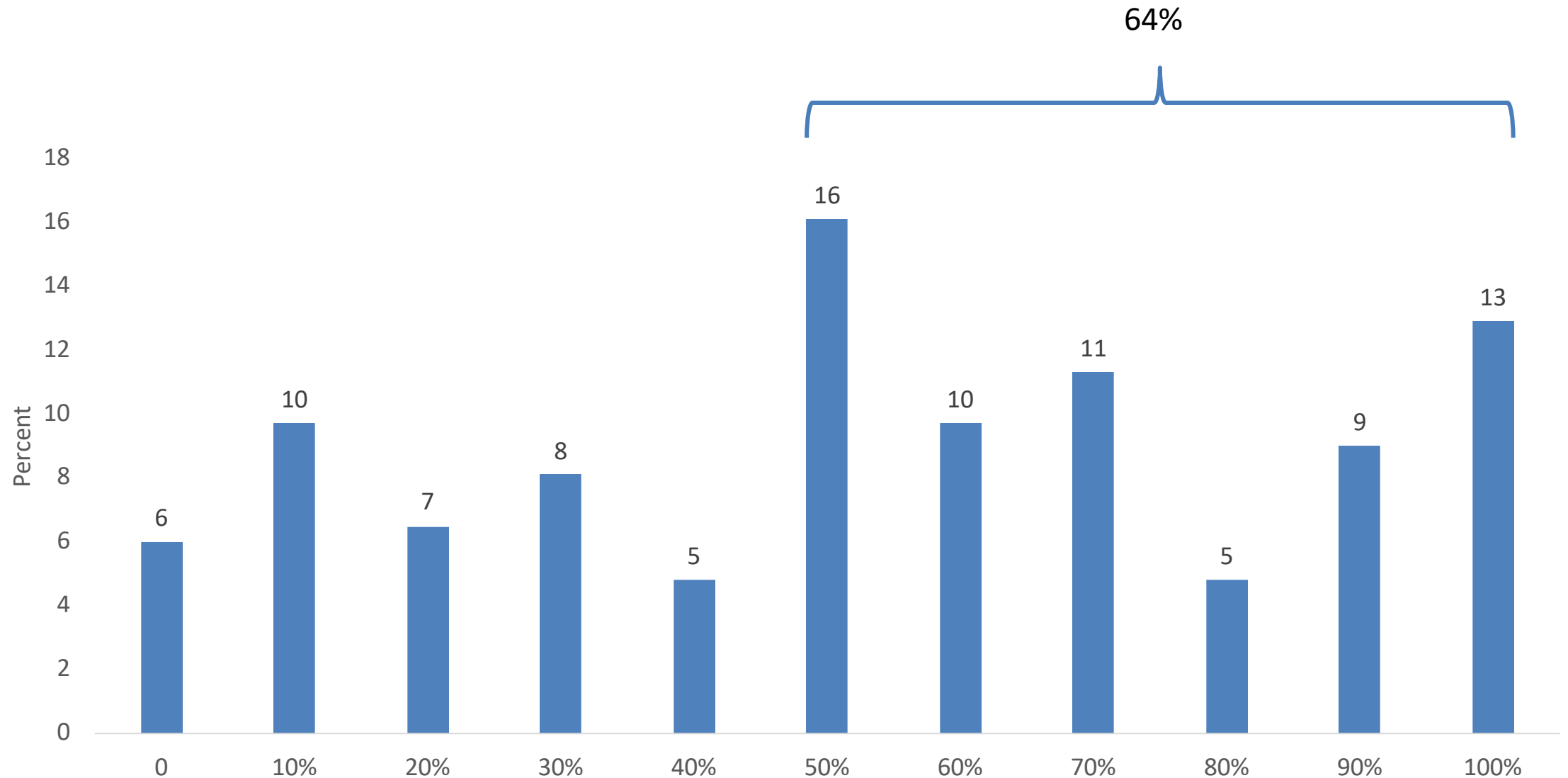
Percentage of turnover generated between June to September



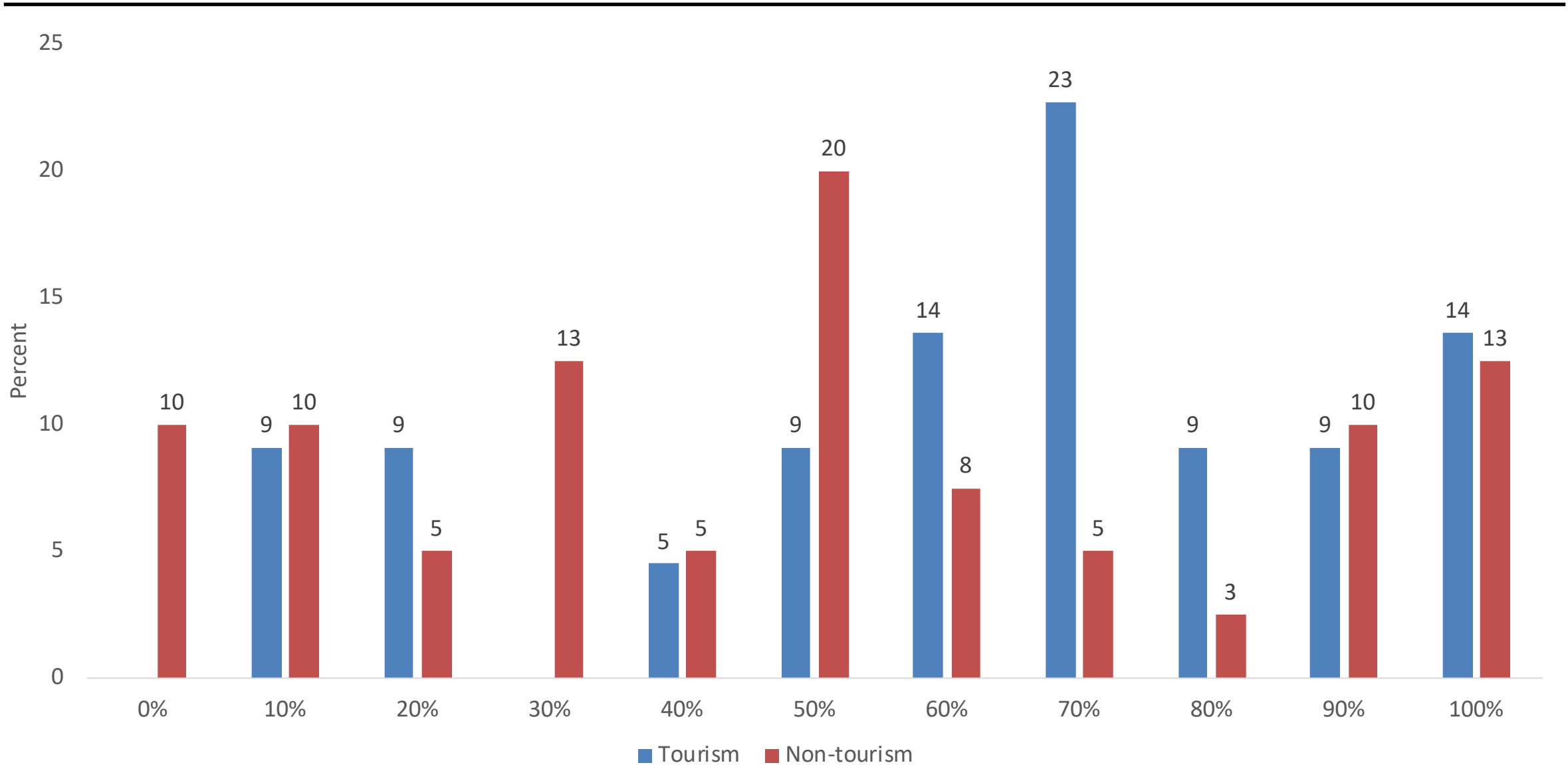
Breakdown of annual business expenses



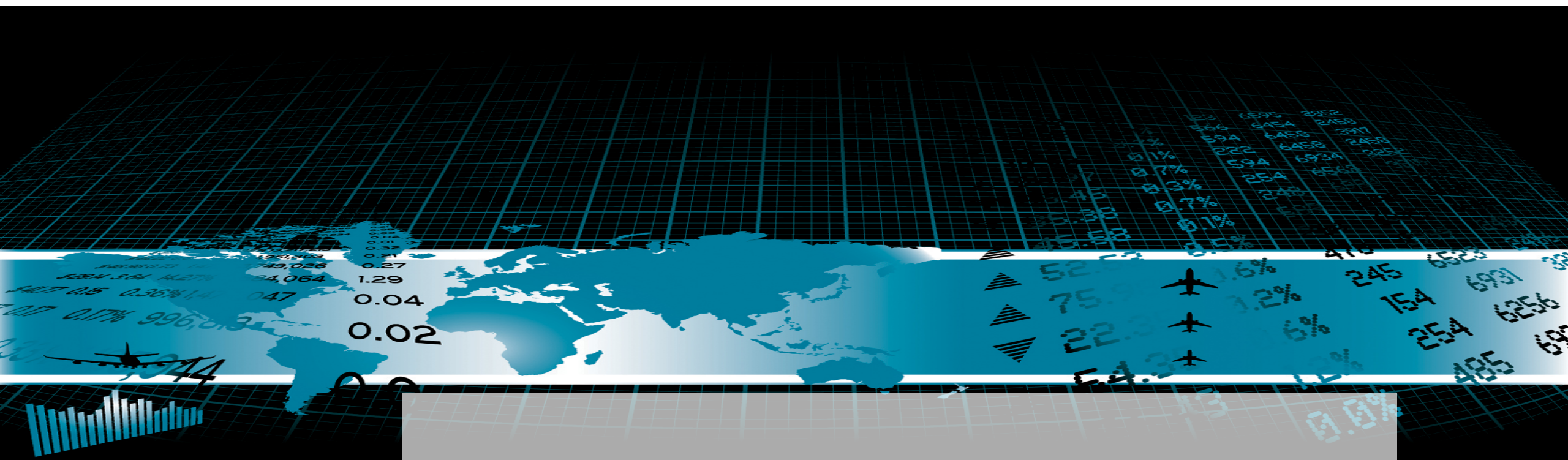
Percentage of non-labour expenses spent locally



Comparison of non-labour expenses spent locally



Thank you!



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www.nztri.org

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