

MARKETINVOICE BUSINESS INSIGHTS

KNOWING YOUR VALUE

Company valuations are the talk of the town, so we commissioned research¹ to explore the topic. This infographic illustrates the views of SME owners on what drives valuation, their priorities, the challenges they face and changes in valuation over the last 12 months.

We've identified that, while business owners are driven by company valuation, few are substantially increasing this. However, they acknowledge how the right kind of finance can really help drive that number. Our conclusion: it's imperative that business owners stay focused on their product or service offering and ensure the fundamentals are right first. This is as much about managing cash flow and working capital as it is about having the right people in the right roles. When you get the basics right, the rest will take care of itself.

KEY STATS

£2.9m

typical valuation of a UK SME²

30%

of companies increased their valuation by more than 10%

26%

of companies favour invoice finance to boost growth and valuation

6%

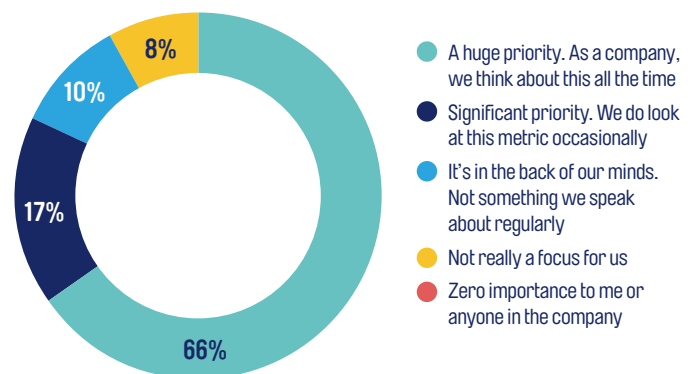
favour Dragon's Den style investment

56%

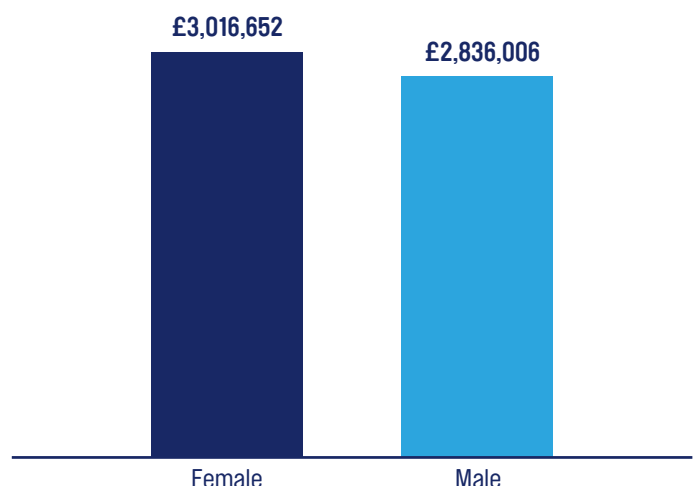
aim to open offices abroad and start exporting, despite Brexit

KEY FINDINGS

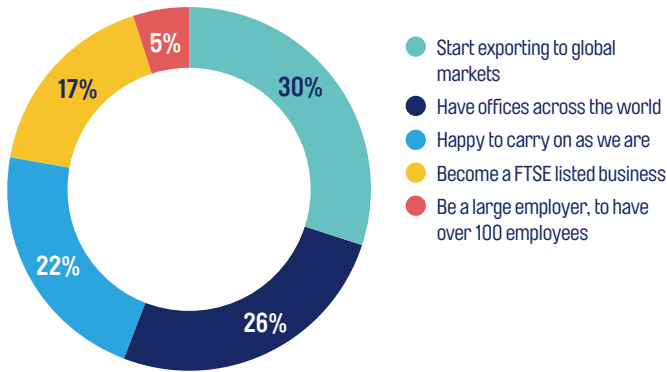
66% of business owners confirmed their valuation was a huge priority



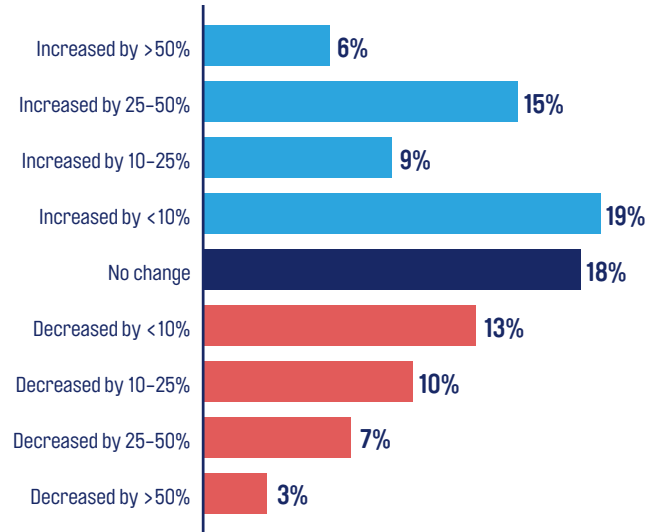
Female business owners valued their companies higher than their male counterparts



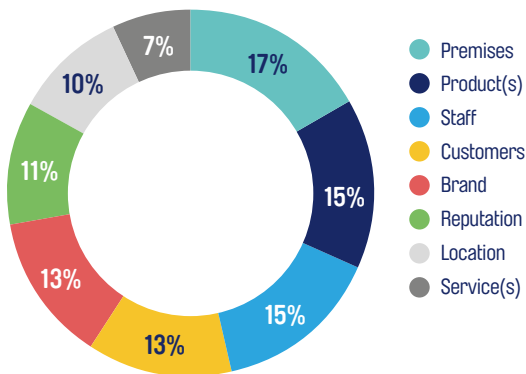
56% of businesses aim to open offices abroad and start exporting



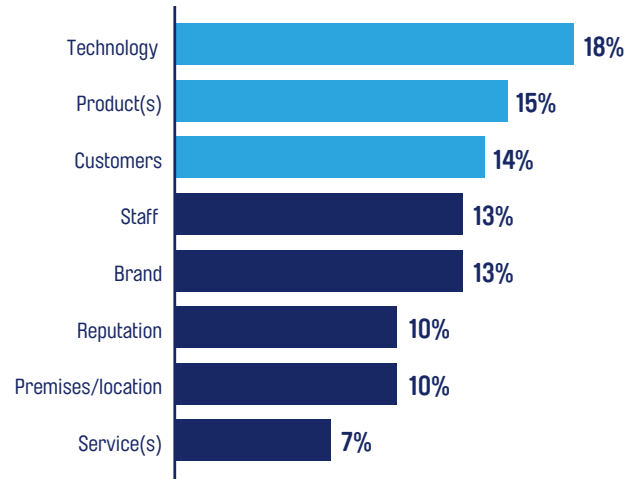
How has the value of your company changed (and by how much %) in the past 12 months?



Business owners reveal what comprises value for them

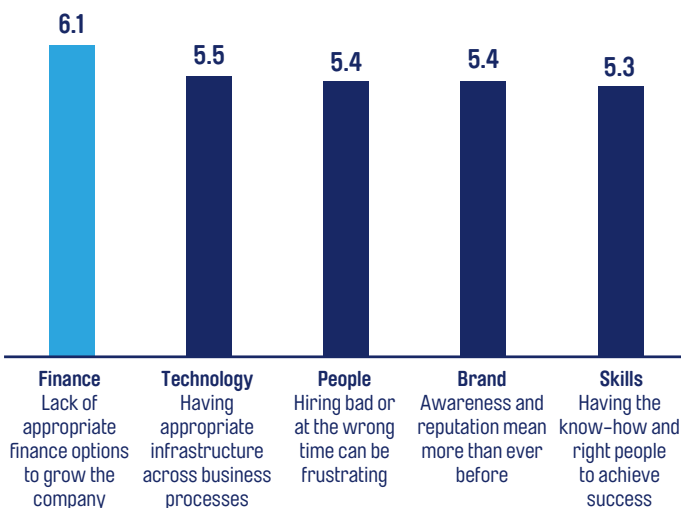


Factors that can help business owners accelerate the value of their company



Factors that create hurdles for business owners in growing company valuation

(1 = no hinderance to value, 10 = huge hurdle)



Finance options that can help business owners achieve their growth ambitions

