

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

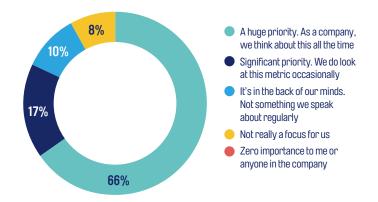
6% favour Dragon's Den style investment

56% aim to open offices abroad and

start exporting, despite Brexit

KEY FINDINGS

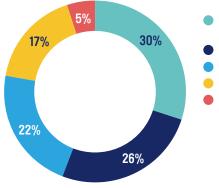
66% of business owners confirmed their valuation was a huge priority



Female business owners valued their companies higher than their male counterparts

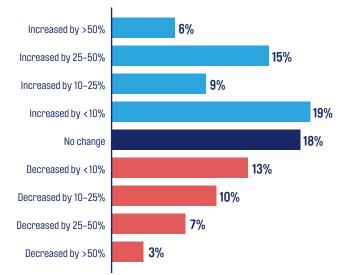


56% of businesses aim to open offices abroad and start exporting

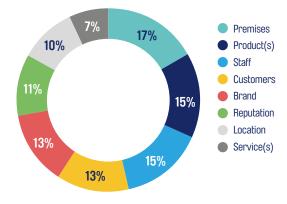


- Start exporting to global markets
- Have offices across the world
- Happy to carry on as we are
- Become a FTSE listed business
- Be a large employer, to have over 100 employees

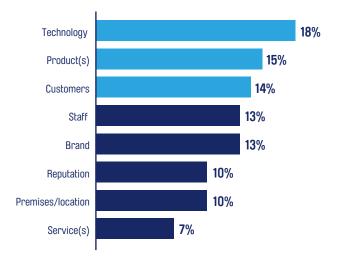
How has the value of your company changed (and by how much %) in the past 12 months?



Business owners reveal what comprises value for them

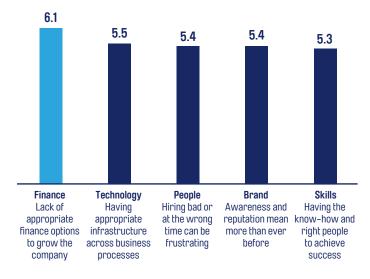


Factors that can help business owners accelerate the value of their company

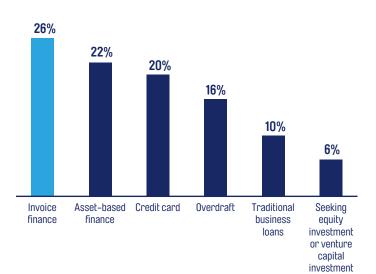


Factors that create hurdles for business owners in growing company valuation





Finance options that can help business owners achieve their growth ambitions



GET IN TOUCH

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- 1 Research based on a survey of 1,000 business owners of UK Ltd companies (who employ between 1 and 249 staff) between 31st May and 5th June 2019. Survey conducted by LM Research & Marketing Consultancy (Marketing Research Society approved partner and ESOMAR corporate member).
- 2 A UK Ltd company that has a minimum turnover of £100k and employs between 1-250 people