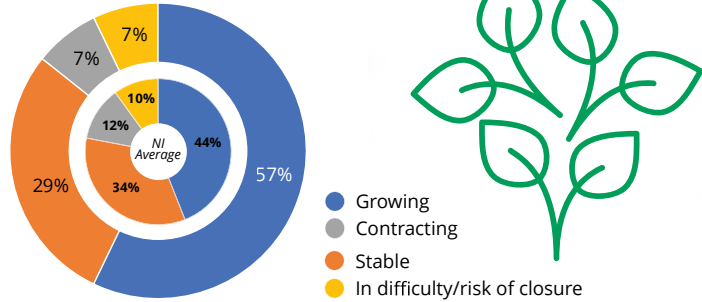


Derry City & Strabane

Council area figures on outer circles of charts with NI averages in the centre.

Current Business Conditions

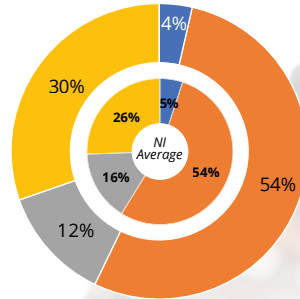
Last 12 months



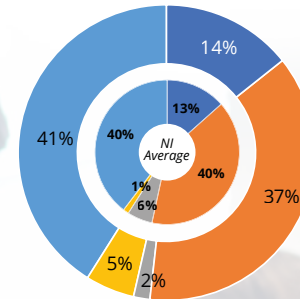
Current Business Finance Conditions

Cashflow

Debt



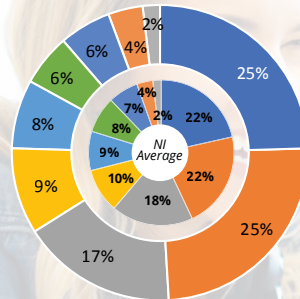
- Critical
- Stable
- Strong
- Weak



- Very manageable (e.g. could pay back early)
- Manageable (e.g. could pay back in the agreed period)
- Unmanageable (e.g. not sure how the business can pay back)
- Very unmanageable (e.g. won't be able to pay back)
- The business has no debt

	Turnover	N.I. Ave. Turnover	Profits	N.I. Ave. Profits	Jobs	N.I. Ave. Jobs
Increased	54%	43%	35%	33%	23%	23%
Stayed Largely the Same	26%	39%	39%	40%	65%	60%
Decreased	20%	18%	25%	27%	13%	17%

Business Support

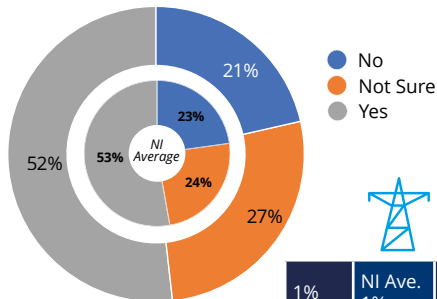


- Digital marketing & social media trends - how to maximise exposure & usage
- Financing - How to manage and where and how to access funding
- Sales / Business Development / Exporting - how to grow & access new markets
- No support required
- People - hiring / managing and developing your team
- New innovative technologies incl. AI - understanding and using
- Operating cost management - being efficient & more effective
- Leadership / Strategy
- Introducing and embedding green/sustainability practices in your business

Cost of doing Business

Last 12 months

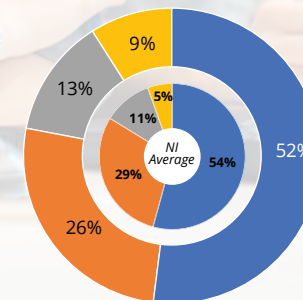
Affecting Business Sustainability?



	1% - 10%	NI Ave. 1% - 10%	11% - 30%	NI Ave. 11% - 30%	31% - 50%	NI Ave. 31% - 50%	51%+	NI Ave. 51%+	No Change	NI Ave. No Change
Utilities	31%	23%	47%	46%	10%	18%	4%	9%	8%	7%
Raw Materials and/or Stock	24%	28%	31%	38%	16%	16%	9%	7%	20%	11%
Property Costs	26%	36%	23%	20%	5%	5%	5%	7%	41%	36%
Costs of borrowing and/or financing	31%	33%	13%	18%	9%	6%	3%	3%	44%	40%
Vehicle running costs	17%	28%	59%	47%	13%	13%	7%	4%	4%	7%

Business Growth Prospects

Next 12 months



- Likely to Grow
- Remain Stable
- Likely to Contract
- Trade with difficulty/Risk of Closure

