



2015 BUSINESS PERFORMANCE SURVEY

Conducted by the GRTU Research Unit
January 2015

SURVEY METHODOLOGY

Number of respondents: 183

Respondents: Business owners and CEOs including GRTU Members and non-members

Medium: 90% Online and 10% by telephone.

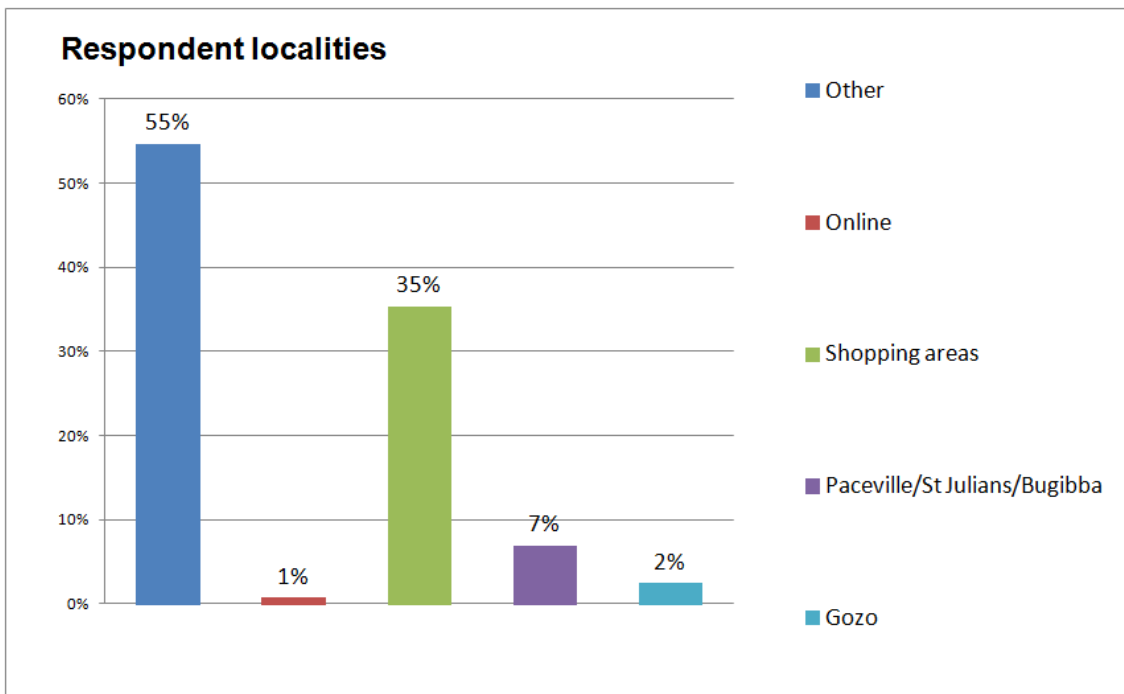
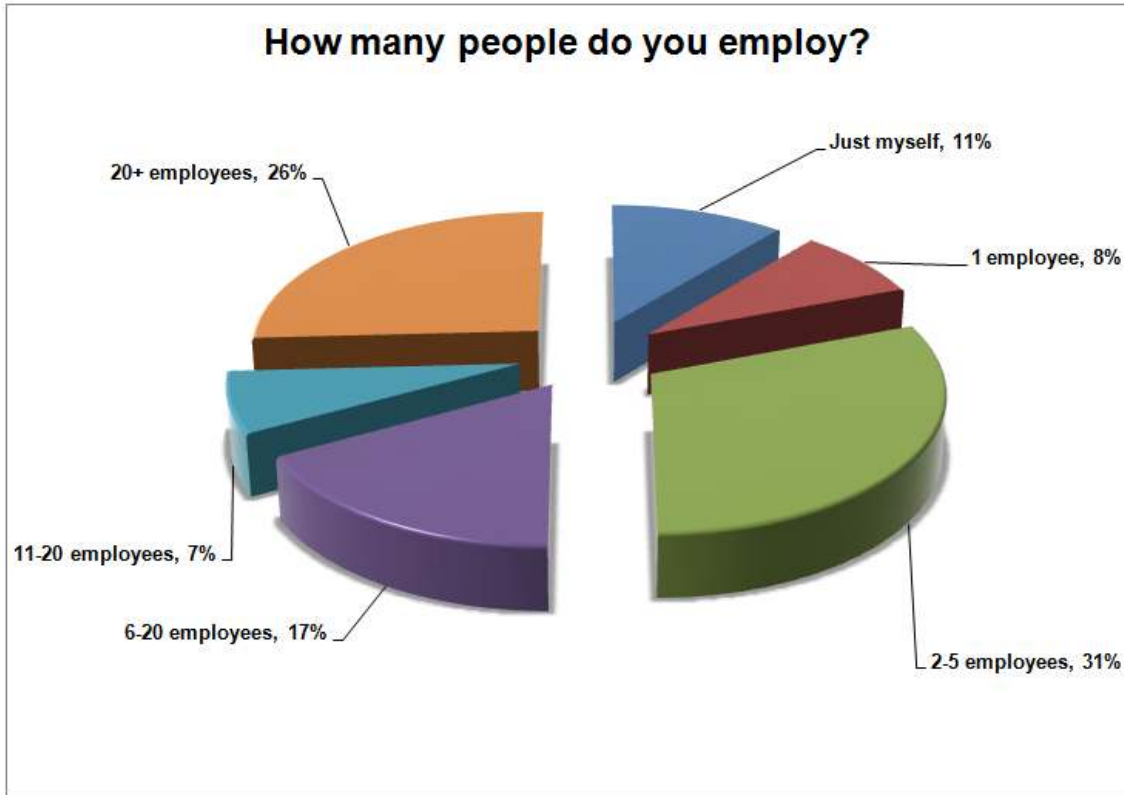
Online Method: Locked tokenized surveying System. Each respondent supplied with a unique token. Respondents can only submit one response. Participation only by invitation.

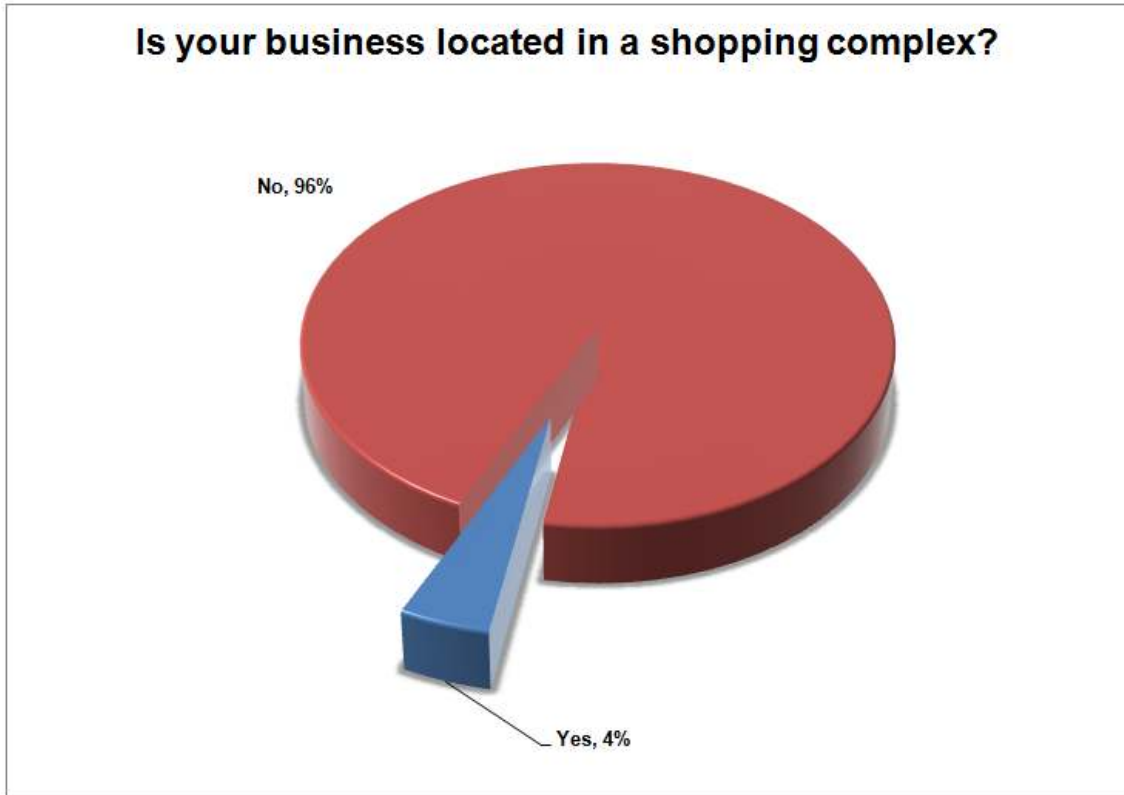
Margin of error: approximately 5%

Conducted on: January 2016

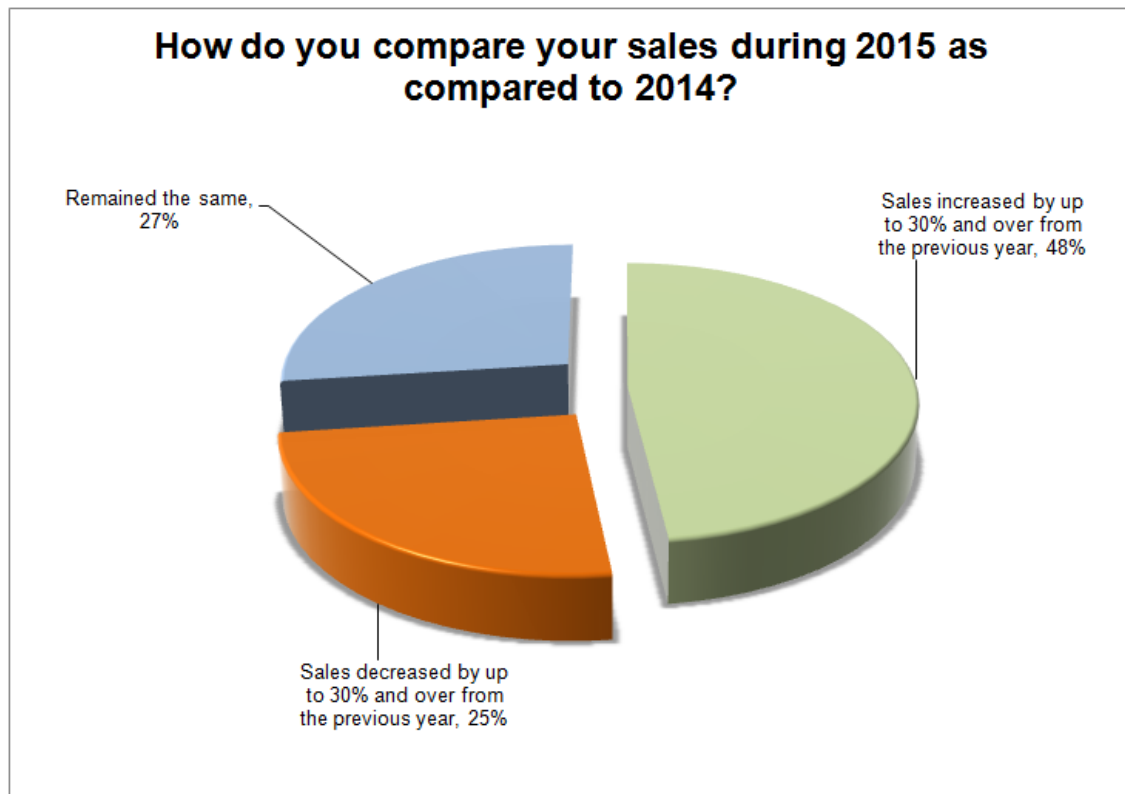
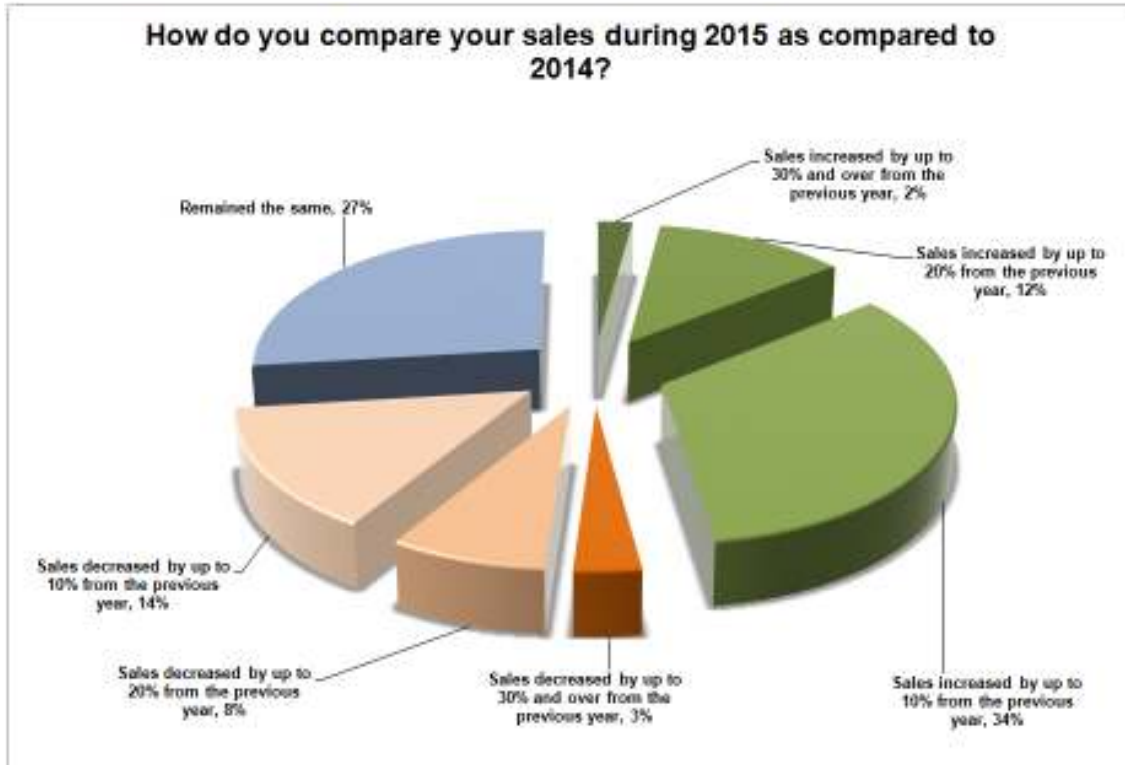
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RESPONDENT PROFILES

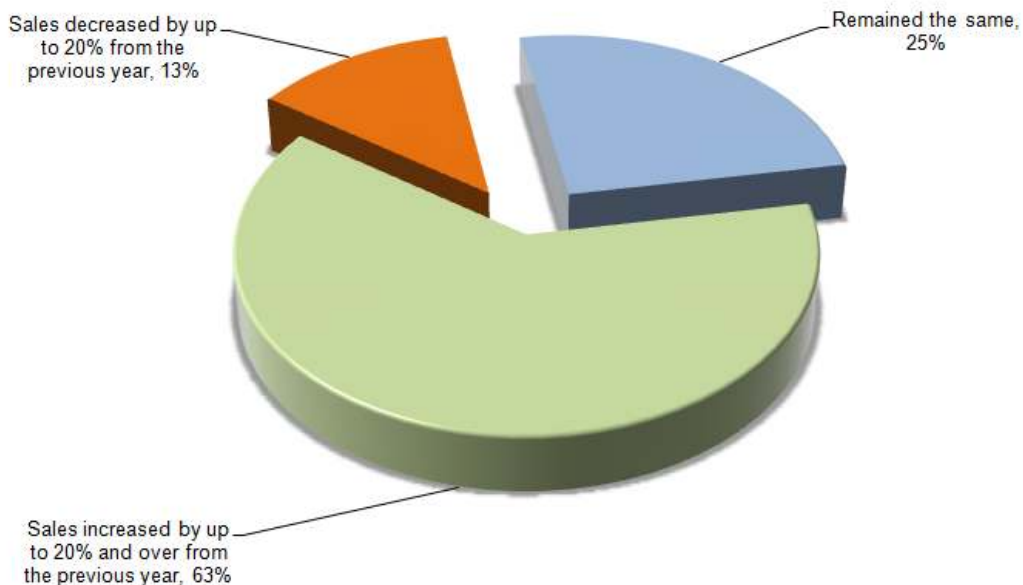




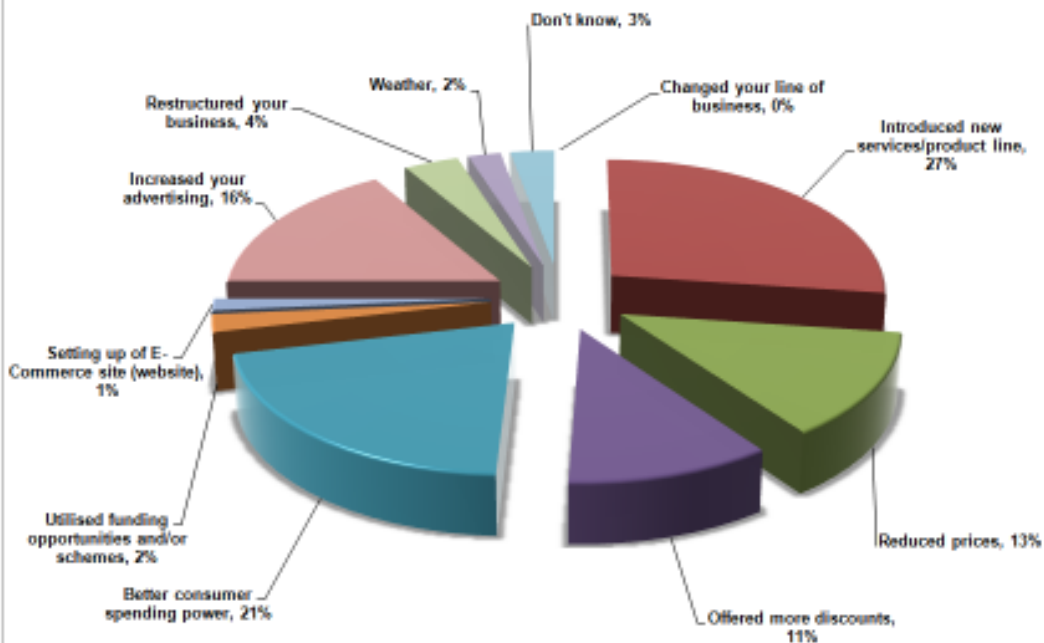
2015 BUSINESS PERFORMANCE

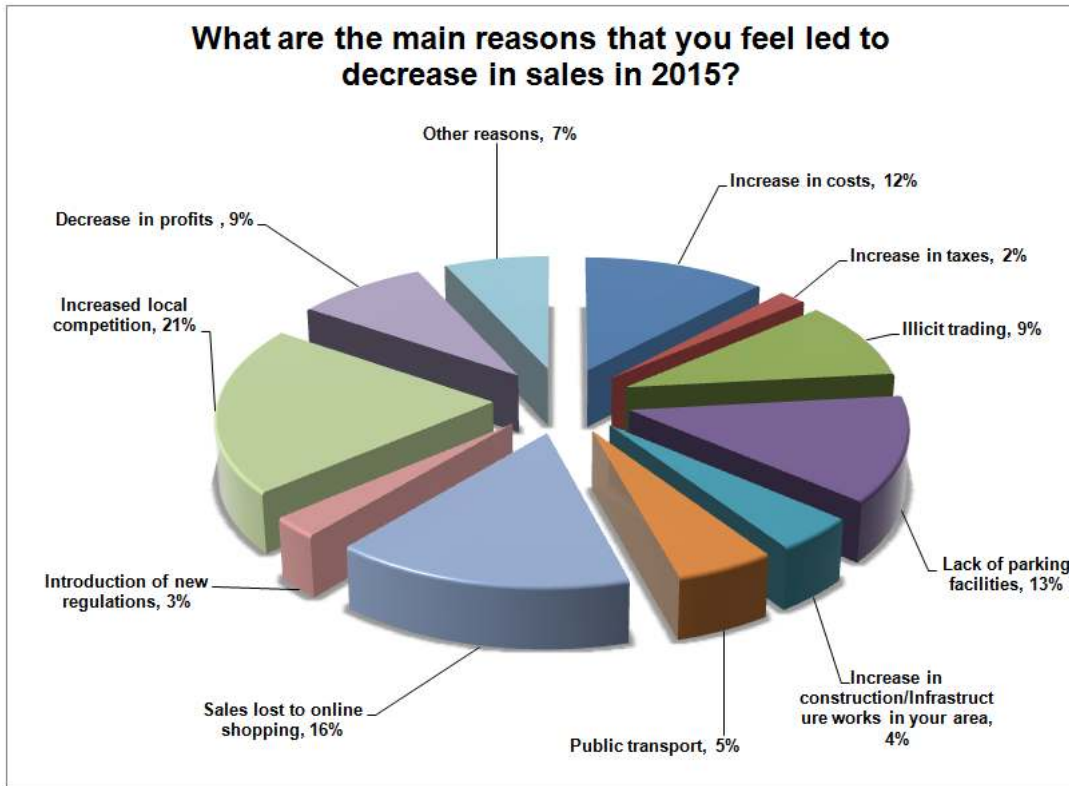


How do you compare your sales during 2015 as compared to 2014 (Shopping complex only) ?

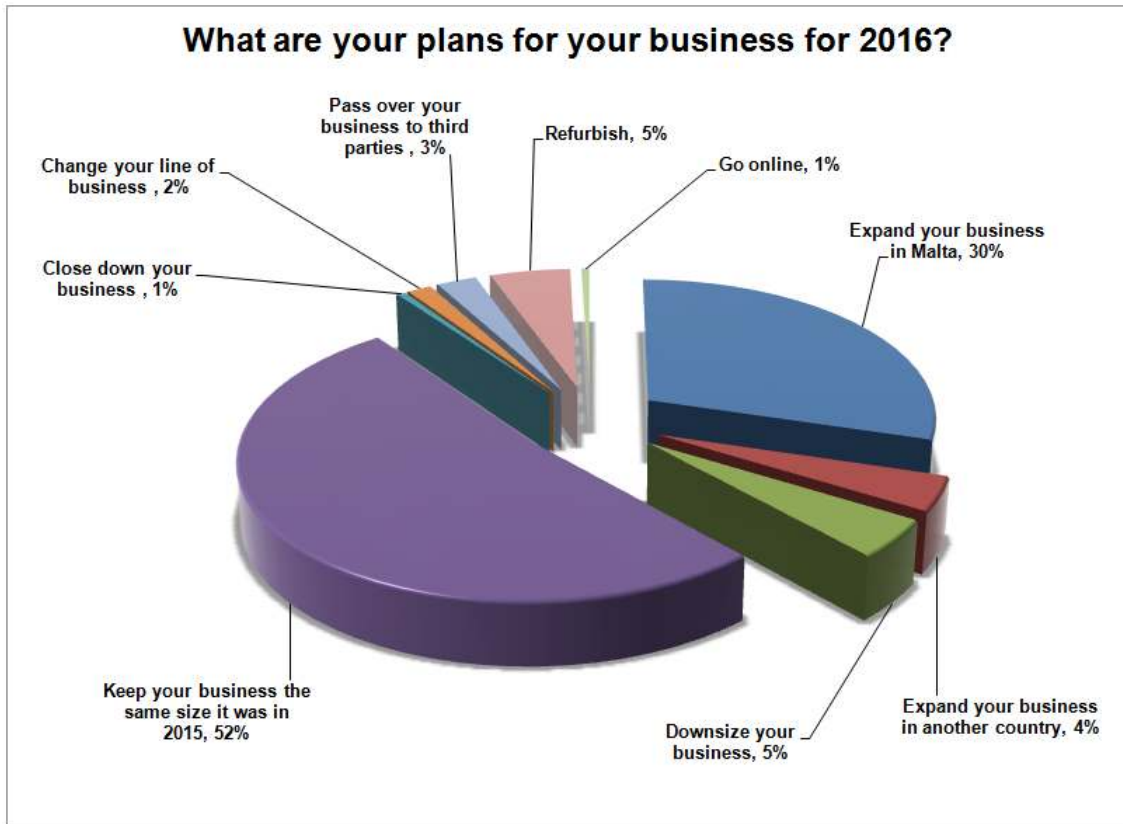


What are the main reasons that you feel led to increase in sales in 2015?



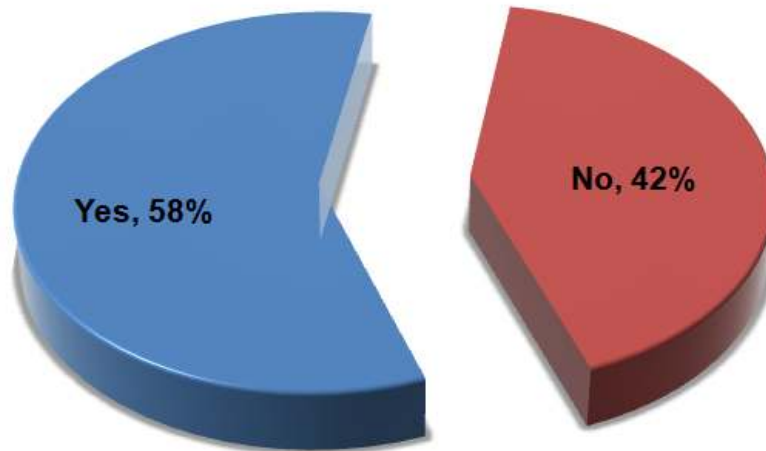


PLANS FOR 2016

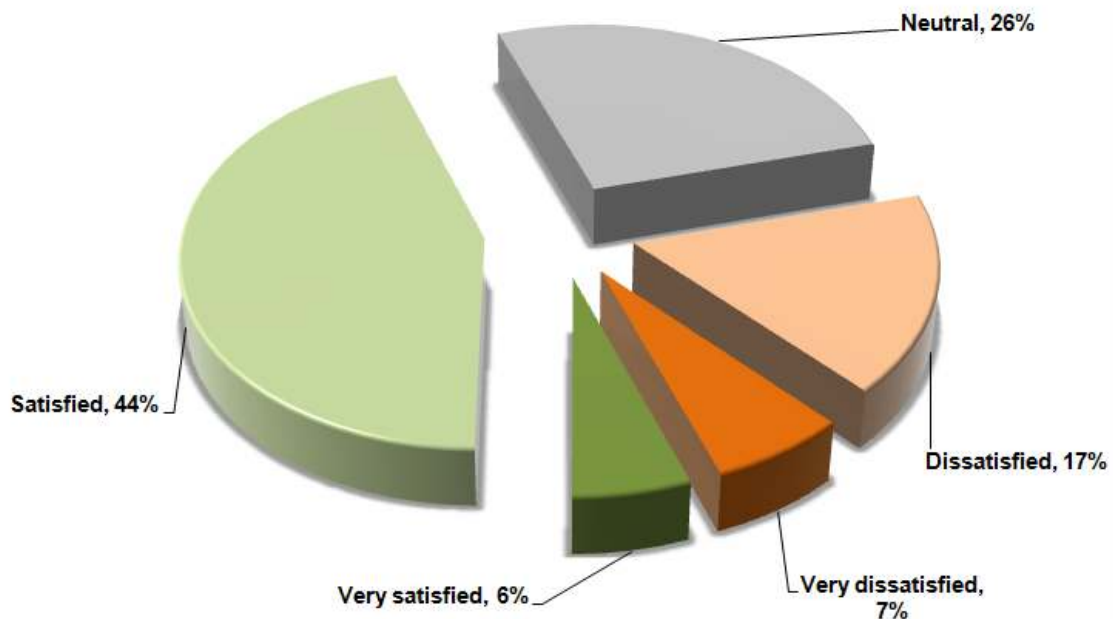


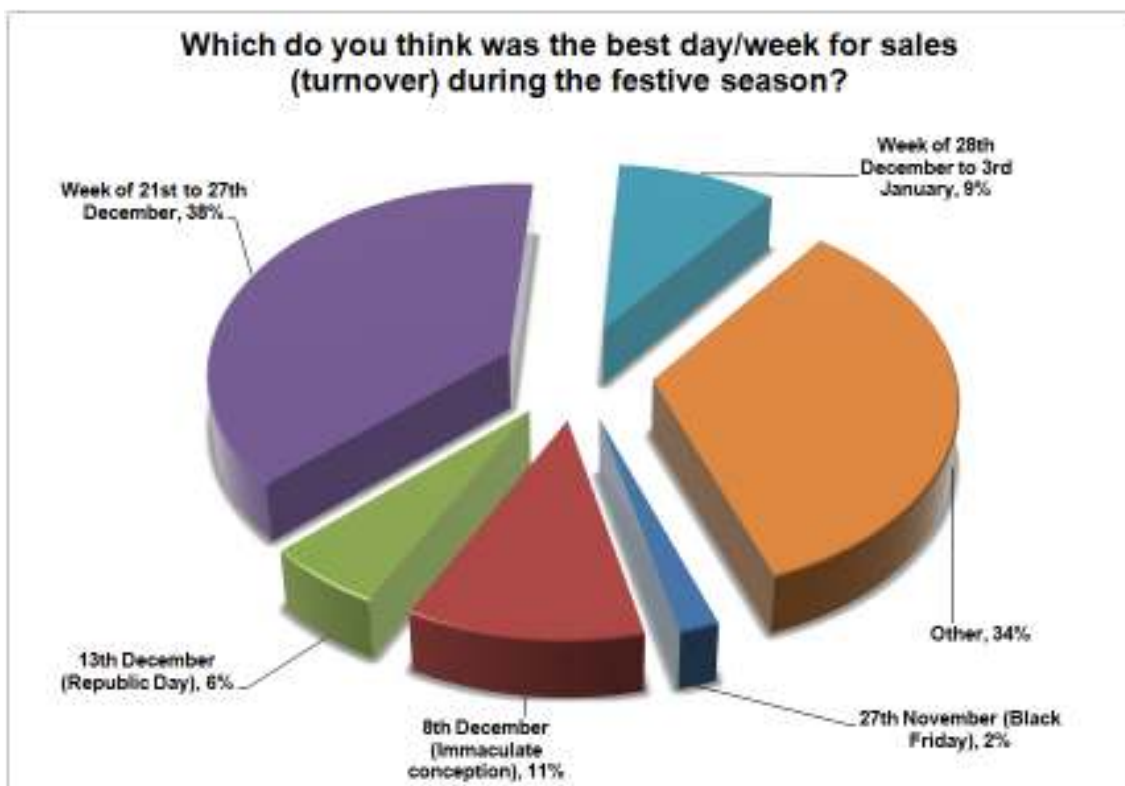
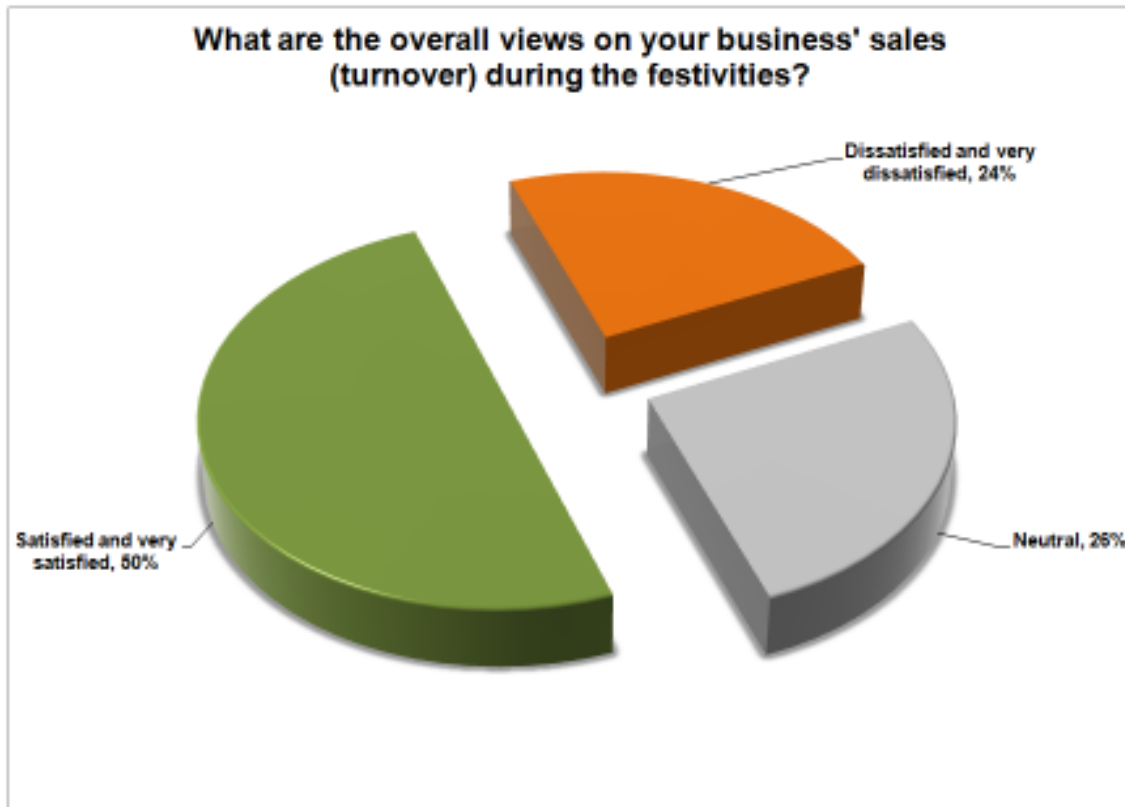
EFFECT OF FESTIVITIES ON BUSINESS PERFORMANCE

Are the sales (turnover) of your business affected by festivities?



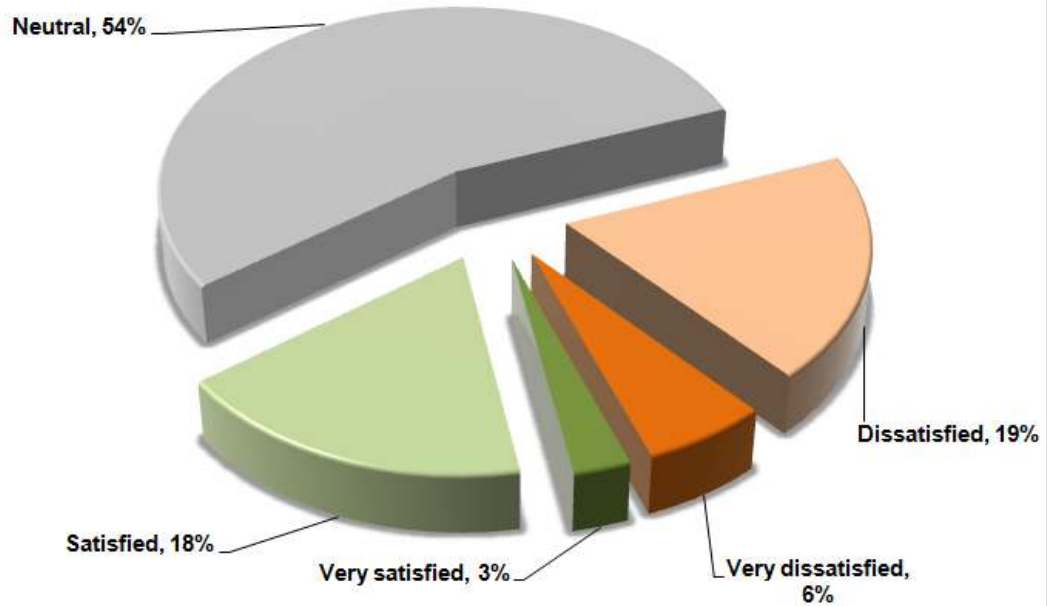
What are the overall views on your business' sales (turnover) during the festivities?



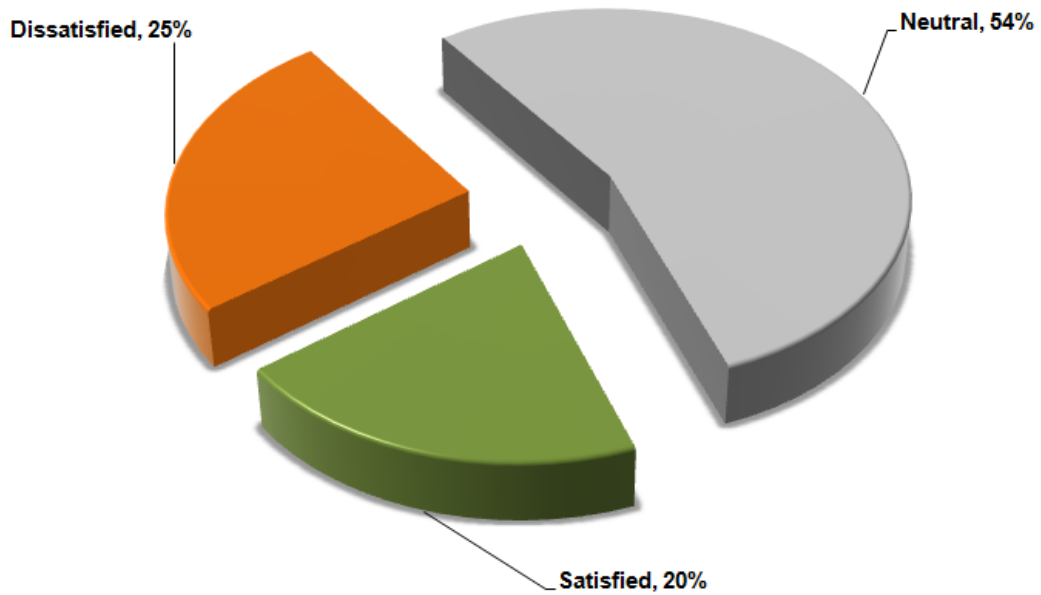


BUSINESS PERFORMANCE IN JANUARY 2016

Did the sales (turnover) levels in January match your expectations?



Did the sales (turnover) levels in January match your expectations?



SALES AND BLACK FRIDAY PARTICIPATION

