

Mapping 2006: The most significant issues Social Firms face in expanding their business.

Comments From Firms Questioned

FINANCIAL	STAFFING	STRATEGIC	SALES & MARKETING	OTHER
<p>Nineteen firms mentioned some aspect of finance as a significant issue.</p> <ul style="list-style-type: none"> • Five firms said 'finance' and four firms cited 'funding' for expansion or continuation as significant. • Three firms said cash flow was causing problems. • One firm mentioned the [lack of] cash in the bank as a concern. • One firm felt that creating sufficient surplus to reinvest in the business was a problem. • One firm had concerns around their ability to acquire new work/service contracts to move closer to sustainability. 	<p>Fourteen firms mentioned an aspect of staffing as a significant issue.</p> <ul style="list-style-type: none"> • Three firms said changing the mindset of staff, and parents of Service Users as significant. • Two firms found moving staff and trainees off benefits/into full time work to be a real problem. • For two firms there were issues around the Workstep contract including concerns regarding securing additional Workstep places. 	<p>Twelve firms mentioned issues that could be seen as strategic.</p> <ul style="list-style-type: none"> • Three firms said time to plan was an issue. • Three firms cited capacity as the issue in developing a strategic approach to business expansion. • One firm mentioned changing their legal structure as an issue. It has been listed as a strategic issue since, to a large extent, the legal structure dictates their strategic direction. • Other comments were issues around: <ul style="list-style-type: none"> • setting the future direction; • managing demand and growth; • being bold enough to diversify. 	<p>Four firms mentioned sales and marketing as a significant issue in business expansion.</p> <ul style="list-style-type: none"> • Two firms specifically mentioned sales. Of these one said [market] research was an issue. • Two said marketing or developing the market was an issue in growing the business. 	<ul style="list-style-type: none"> • Four firms mentioned premises/moving to new premises as one of their significant issues. • Four firms mentioned red tape/bureaucracy, government contracts or administration as a problem. • One firm said the business was in the wrong location and this was a real problem. • Two responses suggested lack of clarity about the business or whether it is a business.