

# MYOB BUSINESS MONITOR

## LESSONS FROM THE RECESSION

THIS RECESSION HAS BEEN THE WORST NEW ZEALAND HAS SEEN IN 50 YEARS

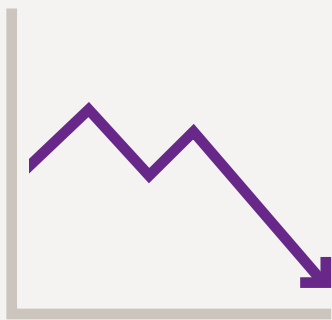
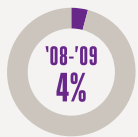


# & LASTED FAR LONGER

IN FACT  
ACCORDING TO NZIER, WE ARE HALF WAY THROUGH A

## IT WAS TWICE AS COSTLY

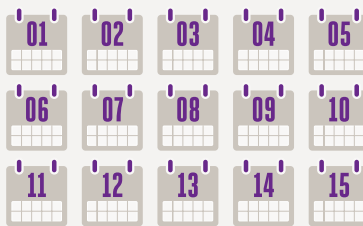
GDP LOST DURING RECESSION



AVERAGE RECESSION  
IN MONTHS



2008-2009 RECESSION  
IN MONTHS



# RECOVERY

## OVER THE LAST THREE YEARS

THE BIGGEST PRESSURES MAKING LIFE HARD FOR BUSINESSES WERE:



FUEL PRICES



PROFITS AND MARGINS



COMPETITION

## HOWEVER, SOME BUSINESSES STOOD OUT

THEY WERE THE ONES MAKING PRODUCTIVE INVESTMENTS IN:

CUSTOMER ACQUISITION

CUSTOMER RETENTION

ONLINE MARKETING



DOING THINGS SMARTER AND FINDING WAYS TO ADAPT TO THE PRESSURE OF A NEW ECONOMIC REALITY HAVE MADE SOME BUSINESSES VERY SUCCESSFUL.

WITH THE RECOVERY STILL GOING SLOWLY, BUSINESSES WILL NEED THE BEST PROFESSIONAL ADVICE ABOUT THE RIGHT STRATEGIES TO RETURN TO STRONG GROWTH.

**MYOB**

Love Your Work