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Cashflow challenge

ONE in three small business owners find cashflow to be the biggest challenge facing their business, a national survey has found.

The quarterly survey by business coaching company Action International involved 25,000 business owners from a wide range of industries.

Respondee to the survey predominantly elected cashflow as their biggest challenge over other factors

such as finding and keeping employees, finding and keeping clients and customers, industrial relations, GST and also maintaining work/life balance.

Action International marketing manager Jodie Shaw said she was not surprised to see cashflow as the major concern for small business owners, despite the well-known skilled labour shortage crisis in Australia.