

Decoding our small business health check

In the world of small business, where challenges lurk around every corner, we took a closer look. Our small business health check, which interviewed **350+ Sendlers**, dived deep into what's holding small businesses back and the savvy strategies they're using to push forward.

Here's the scoop: despite hurdles like slowing customer demand, small business owners are aiming high, eyeing global opportunities for growth. But even with clever tactics like end-of-financial-year sales, many still find sales sluggish. Yet, one-third are already prepping for peak sales season, seizing opportunities and gearing up for success.

So, what's the takeaway? We've uncovered the challenges, wins, and the smart strategies that keep our Sendlers ahead of the game. Armed with these insights, you'll be ready to tackle the unpredictable world of business with confidence.



Top challenges for small businesses

The challenge of finding new customers, managing costs, and staying ahead of the game is keeping small businesses up at night.

39%

Finding customers and driving sales growth



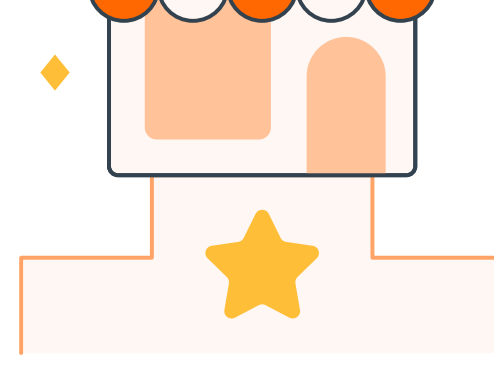
29%

Managing cost pressures



24%

Keeping the business competitive



SMBs are struggling with **high costs** and **low customer confidence**.

61%

Report inflation has had a significant impact on their business



44%

Express concerns about slowing customer demands due to cost of living



Making the switch to Sendle

To satisfy customer demand for faster and reliable delivery, businesses are adopting multi-carrier strategies to enhance customer experience. This helps retailers better manage shipping costs and offer options to customers, so they can get their orders quickly and efficiently.

During the past 12 months, **33% of businesses moved the majority of their shipping** (75% - 100%) to Sendle because of price, with 53% using multiple couriers to secure the best rates.

[Send a parcel now](#)



61%

Have moved the majority of their shipping to Sendle



53%

Use multiple couriers to secure the best rates



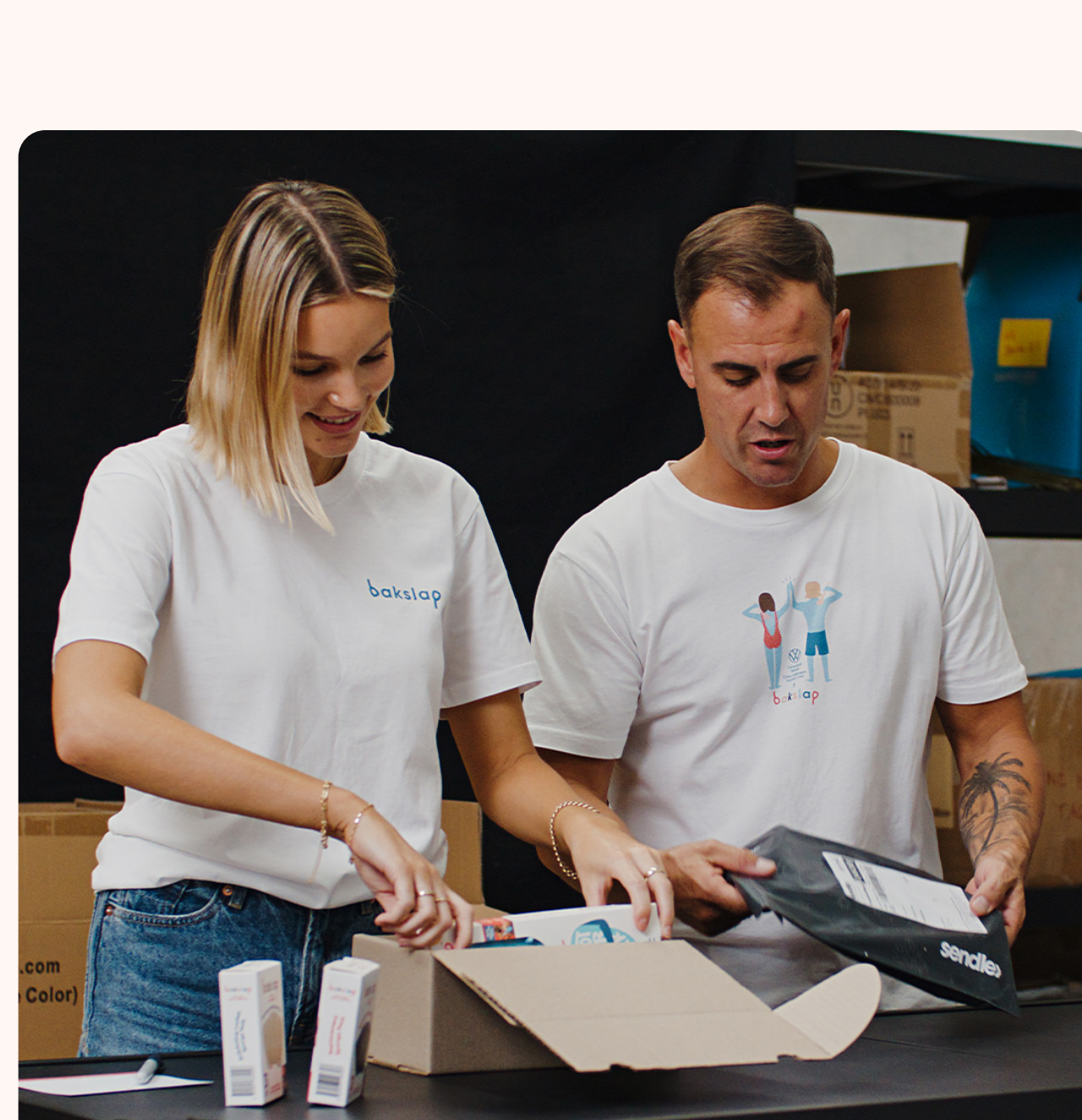
“Our volume has changed significantly since we first trialed Sendle in 2019 when we were quite small, and then even in the past year, our volume has changed with seasonality and with sales events like Black Friday. It's been easy to work with Sendle regardless of our scale in the last year.”

~ Laura McConnell Conti, Founder, [#GoKindly](#)

Shipping and sustainability

More and more businesses are embracing changes for a sustainable future. 32% will prioritise sustainability practices. Within the next six months, 82% intend to introduce **sustainable packaging** solutions.

[Get our sustainable packaging](#)



“Sendle's carbon neutral footprint is important to our business because we want to work with businesses that take the environment seriously as we do. And they are doing their part by delivering their parcels all across Australia but with the planet in mind.”

~ Raphael McGowan, Founder, [bakslap](#)

Strategies to drive sales and growth

Small businesses are diversifying strategies for growth, including optimising shipping, planning for peak season, using social media, and expanding delivery options.

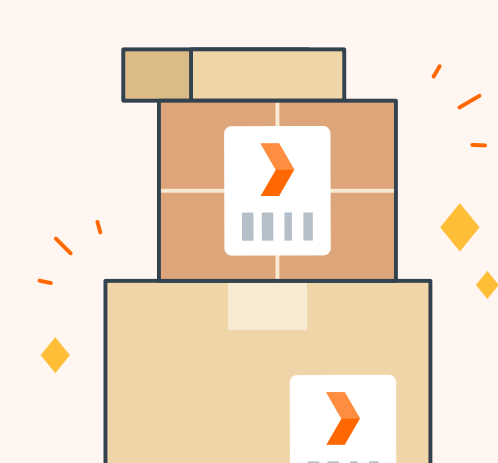
58%

Will offer free shipping (with \$100 AOV being the most favoured option)



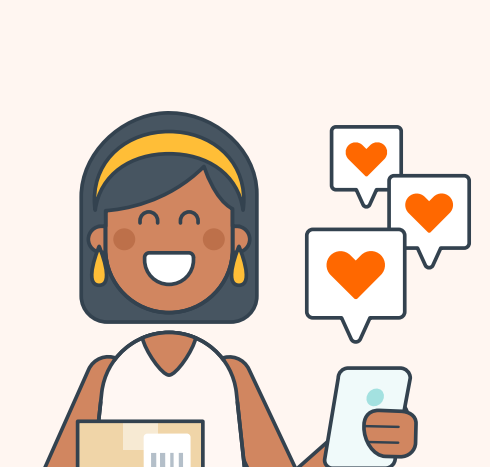
30%

Will prepare for peak season 3-4 months out



25%

Will use social media to inject growth



24%

Will provide expanded delivery options in regional areas



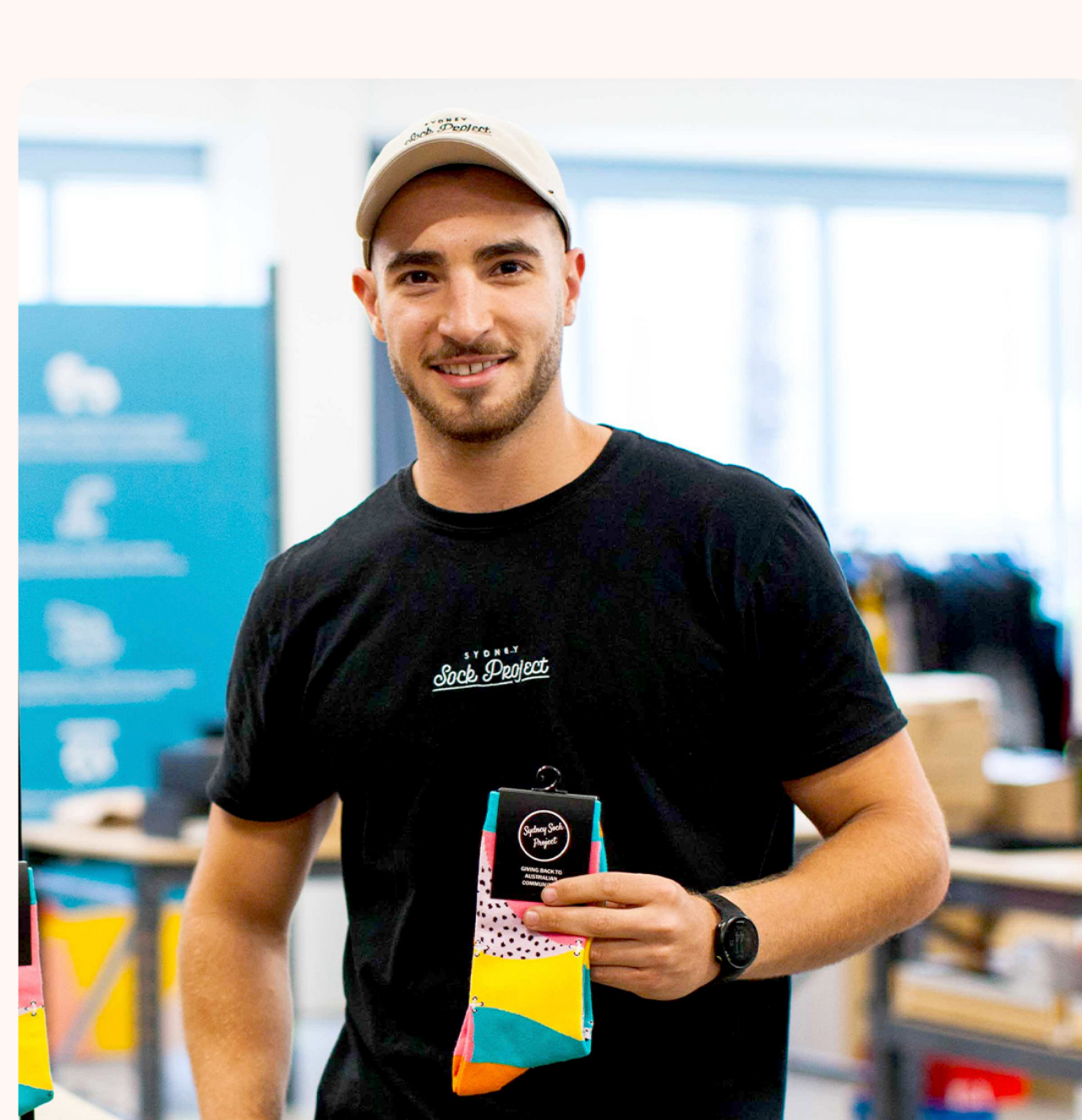
Driving growth is a priority for a lot of small businesses. And many of them have a positive outlook for the coming year. **48% forecast as much as 25% growth in FY25.**

Accelerate international expansion

Small businesses are also optimistic about global expansion, with 65% expecting to derive between 0-25% of their growth from international markets. In fact, **80% of Australian SMBs have experienced growth internationally**, with 31% of that expansion attributed to the US market - which is indicative of US customers having a higher intent to purchase compared to local consumers.

How easy and affordable is it to ship internationally? Find out [here](#).

[Send a parcel internationally](#)



“The savings we've gained from Sendle have enabled us to expand our business into international markets such as New Zealand and the US. Sendle's international shipping service is remarkably efficient and offers incredibly affordable rates!”

~ Andres Herrero, Founder, [Sydney Sock Project](#)