



# Greater Memphis Chamber

## Small Business Resiliency Survey

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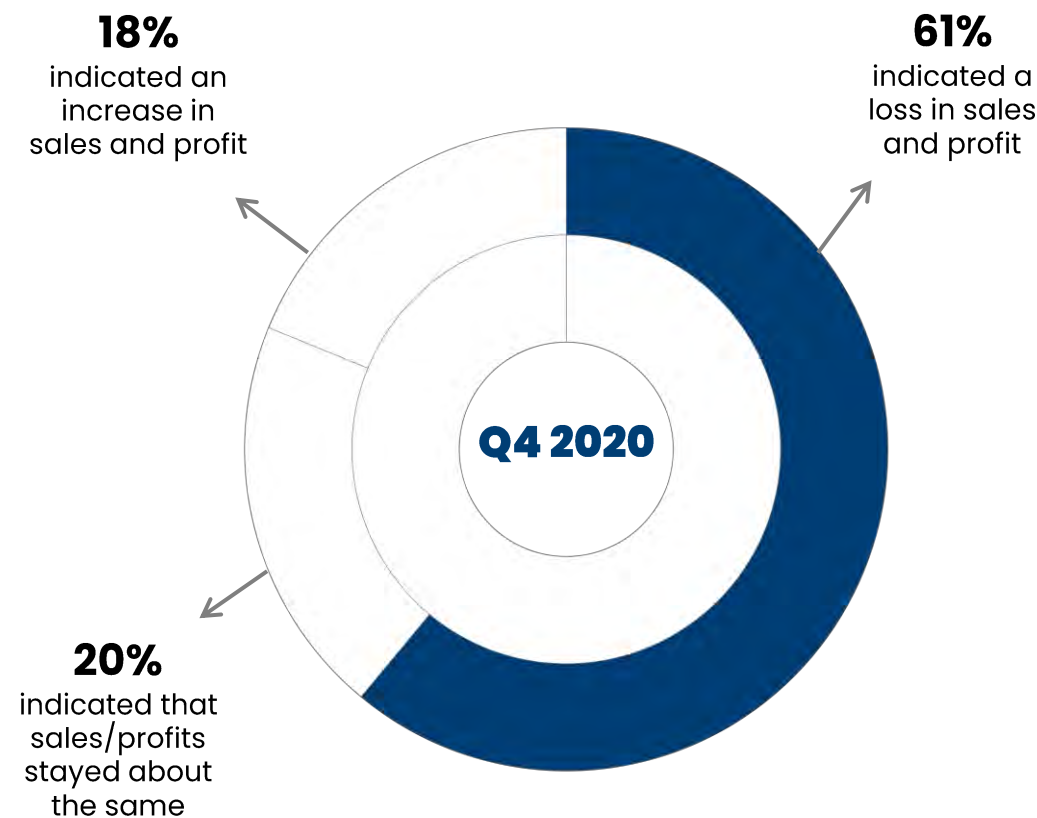
March 2021

## Survey Overview

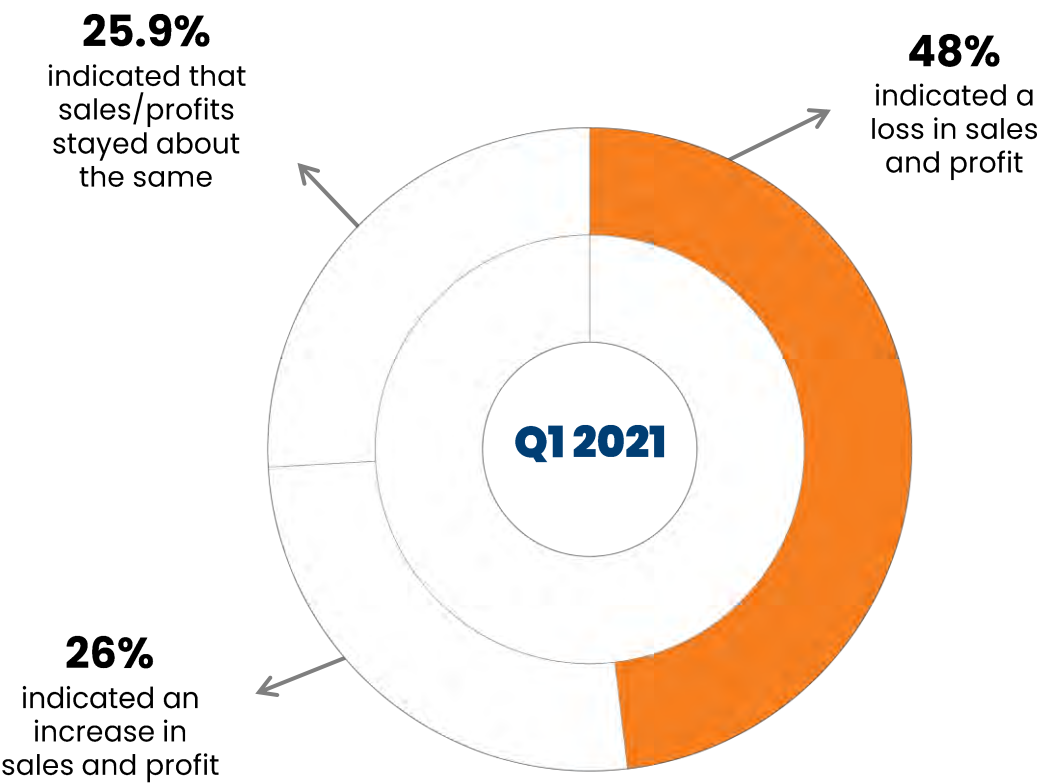
The Greater Memphis Chamber invited members of the Chamber, Better Business Bureau, Business Network International Mid-South chapters, Memphis-National Association of Women Business Owners, Society of Entrepreneurs and other local decision-makers to participate in a survey specifically for small business owners in Memphis/Shelby County.

**Survey size totaled 378 respondents.**

# Sales/Profit Comparative | Q4 2020 and Q1 2021



Within the Q4 2020 survey, **61%** indicated a loss in YTD (March to October) sales/profits compared to that same time period in 2019.



Within the Q1 2021 survey, **48%** indicated a drop in 2020 sales/profits compared to 2019 levels. 26% experienced an increase in sales/profits.



The infographic features a dark blue background with a large white curved shape on the left. Three white circles are arranged in a triangular pattern on the right, connected by dashed green lines. Each circle contains a large number and a label. The top circle shows '378 Respondents', the bottom-left circle shows '12 Business Categories', and the bottom-right circle shows '63,400 Total Pre-Pandemic Employment'.

# Q1 2021 **Survey** **Respondent** **Profile**

**378**

Respondents

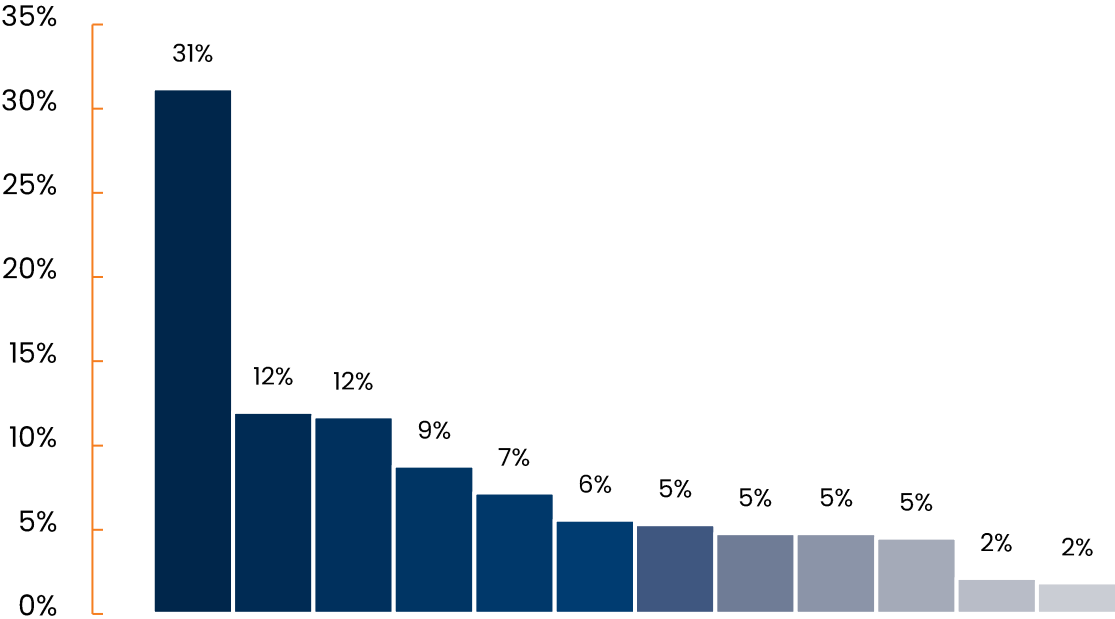
**63,400**

Total Pre-Pandemic  
Employment

**12**

Business Categories

# Q1. In what industry segment would you categorize your business?



- 1

Business and Professional Services
- 2

Finance, Insurance, or Real Estate
- 3

Residential Home Services
- 4

Non-Profit Organization
- 5

Health Care
- 6

Retail, Non-Food
- 7

Distribution/Logistics Services
- 8

Arts, Entertainment, Recreation
- 9

Restaurant/Food Service, Store-Front
- 10

Personal Services
- 11

Educational Services
- 12

Accommodations and Lodging

## Top 3

n=375

31%

Business and Professional Services

12%

Finance, Insurance, or Real Estate

12%

Residential Home Services

Nearly one-third of survey respondents identify within the business and professional services industry category. This is followed by Finance, Insurance, or Real Estate and Residential Home Service at 12%. Additionally, 23% of survey respondents identify within a category of the hardest hit industries\*, nationally.

\*Hardest hit industries are identified in this report as, Accommodations and Lodging – Art, Entertainment, and Recreation – Personal Services – Restaurant and Food Service, Store-Front Retail – Retail, Non-Food.

# Pandemic Impact

**~ 50%**

Experienced a  
Decrease in  
Sales/Profits

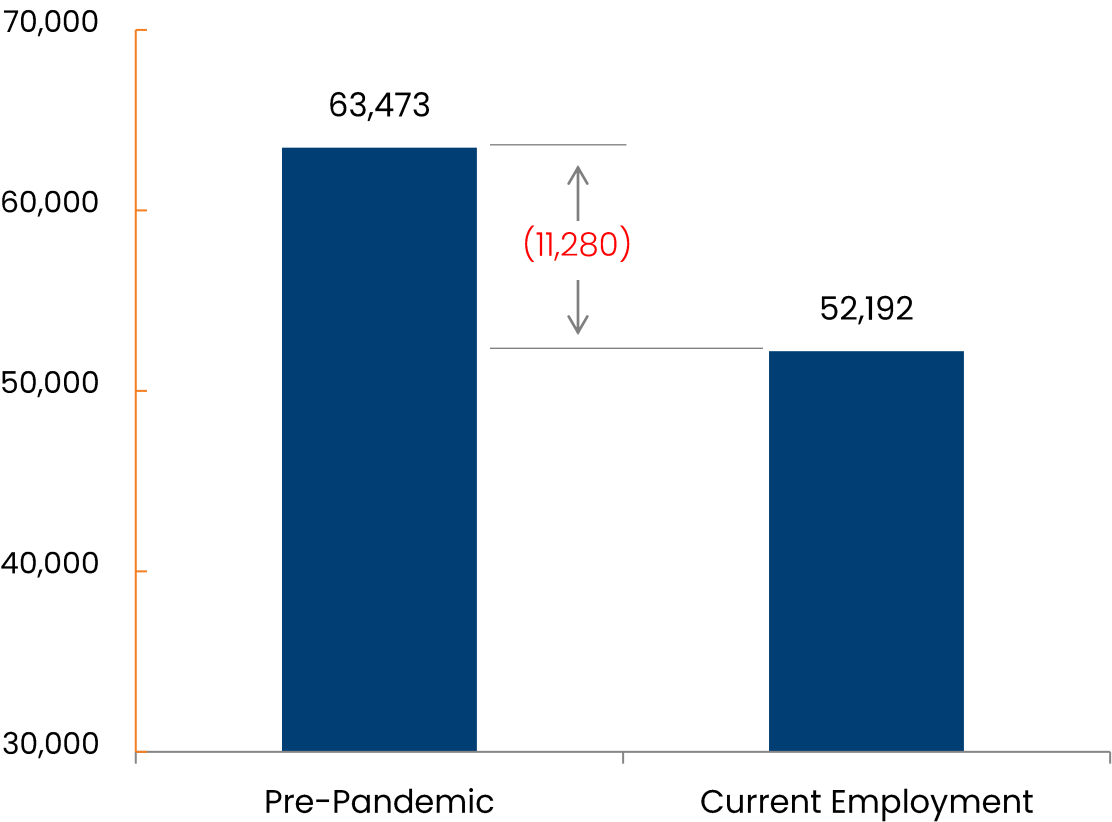
**17.8%**

Decrease in Employment

**53%**

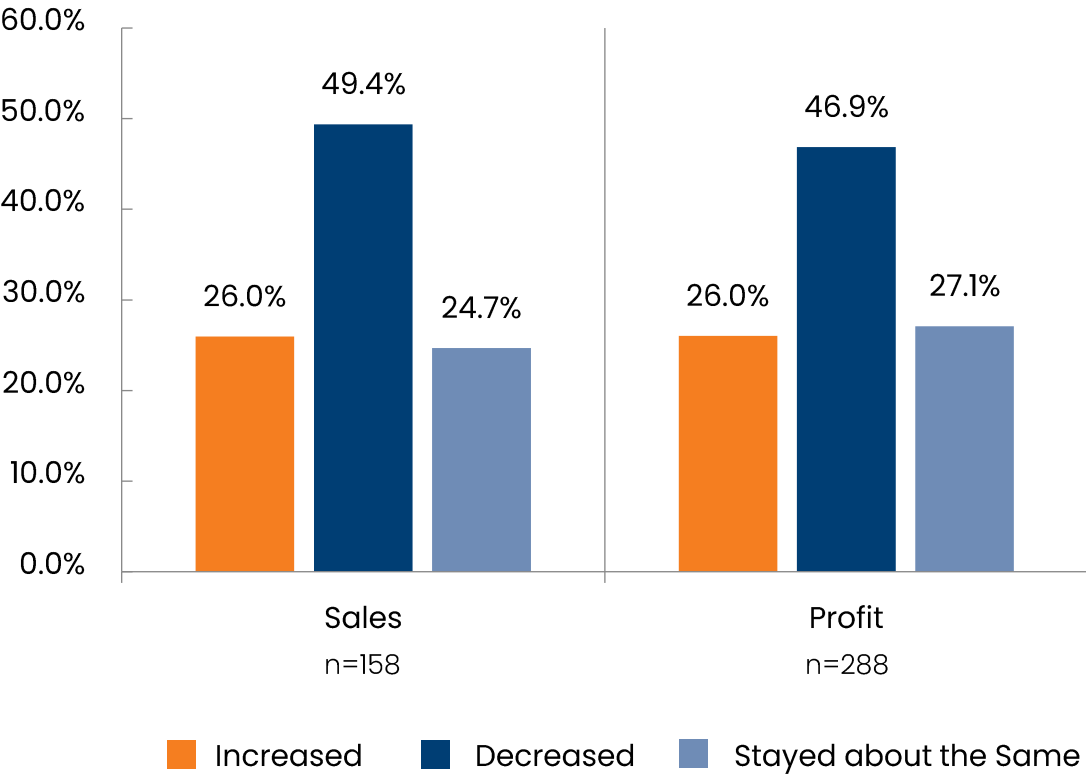
Good Current  
Financial Position

**Q2. How many individuals did your company employ pre-pandemic? How many individuals do you employ today?**



Pre-pandemic, survey respondents represented approximately 63,400 employees in the regional market. Post-pandemic, these same employers' employee 52,192, **a reduction of 11,280 jobs.**

Q4. By year-end 2020, how did the pandemic impact your business performance compared to 2019?



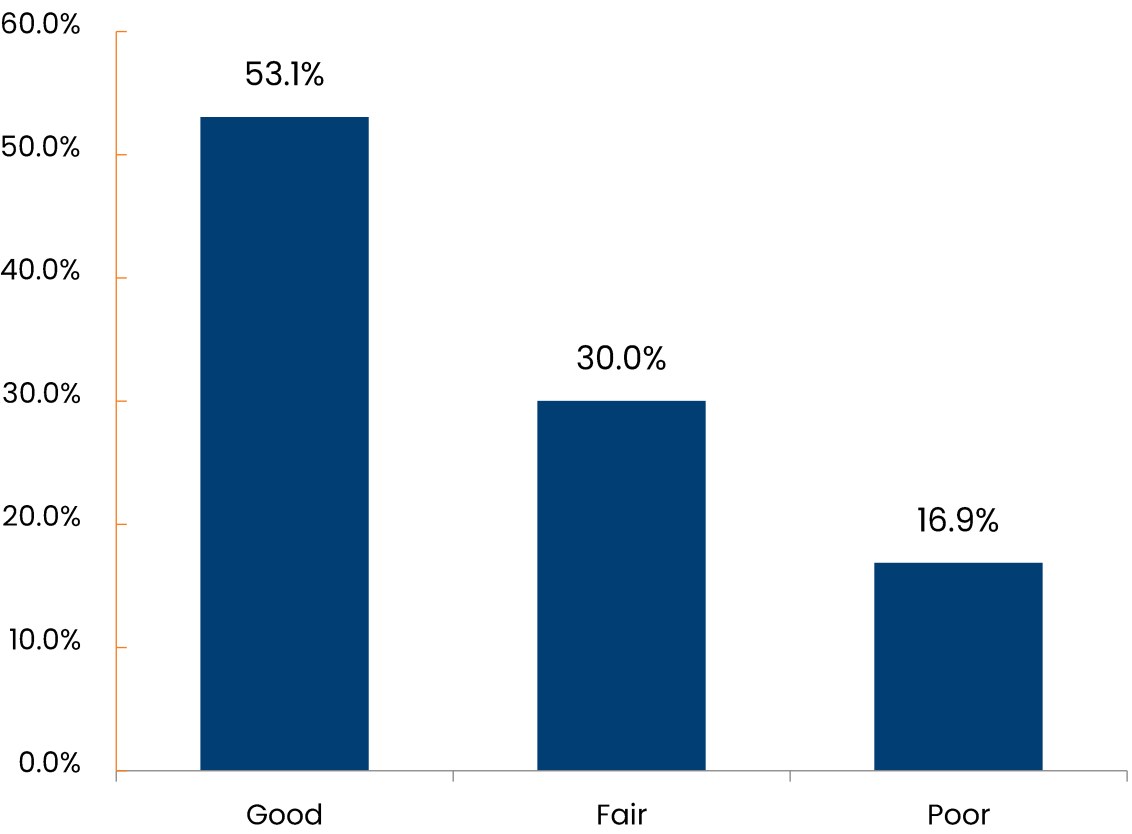
49%  
Experienced a  
Decrease in Sales

47%  
Experienced a  
Decrease in Profit

Of survey respondents, nearly 50% indicated that their company has experienced a **decrease in sales and profit** by year-end. Simultaneously, 26% indicated that sales have increased and that profits have increased at year end. About 27% of survey respondents indicated that sales and profits are about the same compared to year-end 2019.



**Q3. Considering the impacts of the pandemic, how would you rate your company's current financial position?**



Even considering the impacts to sales and profits, **53%** of survey respondents indicated that their business financials are in a 'Good' position. 30.% aligned with fair conditions and 16.9% indicated that their business was doing poor.

# Resiliency Response

Most Challenging

**33%**

Engaging & Retaining  
Customers

2021 Positioning

**31%**

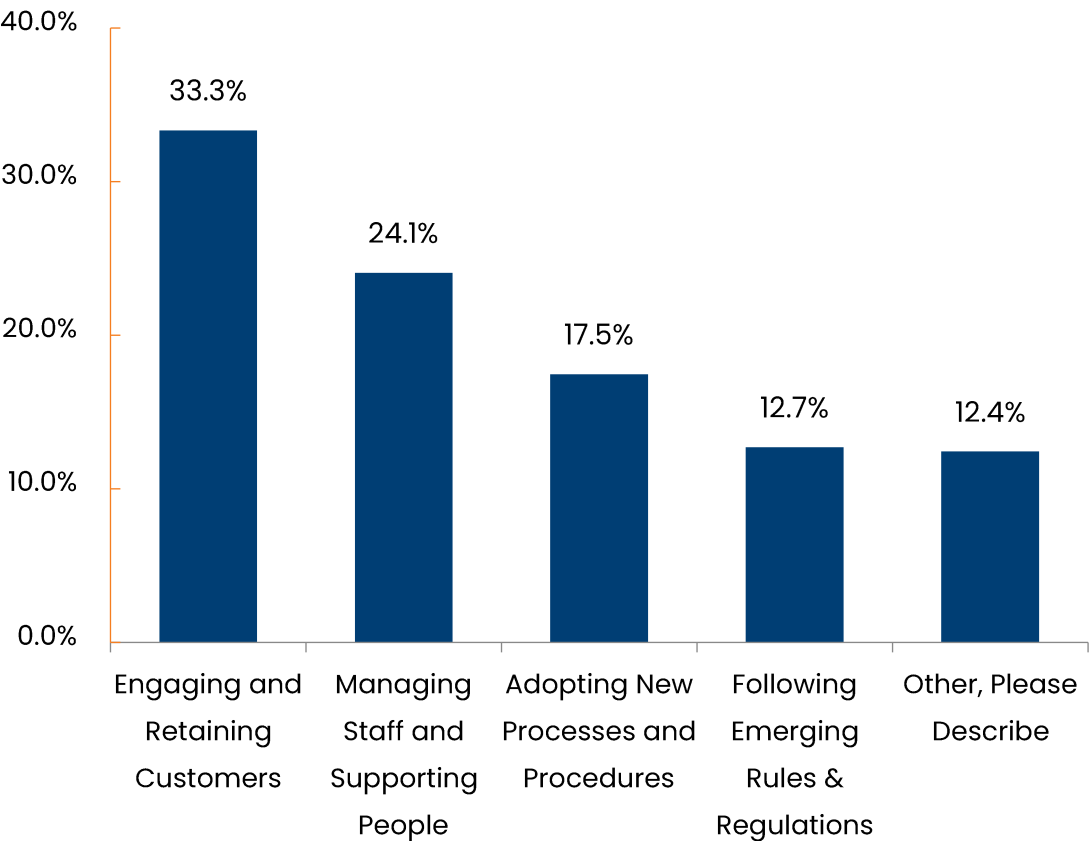
Ensuring a Safe  
Environment for  
Customers & Staff

2021 Positioning

**28%**

Enhancing Operations  
with New Technologies

**Q5. Since the onset of the pandemic, what areas have been the most challenging to navigate?**



**Top 3**

n=378

**33%**

Engaging & Retaining Customers

**24%**

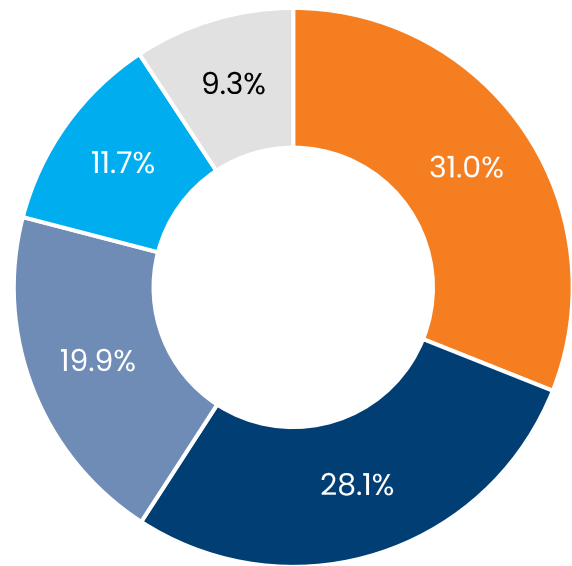
Managing Staff & Supporting People

**18%**

Adopting New Processes & Procedures

Of survey respondents, 33% indicated that Engaging & Retaining Customers has been most challenging to navigate since the onset of the pandemic. Simultaneously, approximately 24% of survey respondents indicated that Managing Staff & Supporting People is most challenging right now. 18% indicated that Adopting New Processes & Procedures has been most challenging.

Q7. As 2021 commences, what is your company doing to best position itself for success?



- Ensuring a Safe Environment for Customers and Staff
- Enhancing Operations with New Technologies
- Adding New Products or Services
- Other
- Partnering with Other Companies or Organizations

Top 3  
n=377

31%  
Ensuring a Safe Environment for Customers & Staff

28%  
Enhancing Operations with New Technologies

20%  
Adding New Products or Services

Of survey respondents, 31% indicated that they are best positioning their company for success by ensuring a safe environment for customers and staff. Additionally, 28% indicated that enhancing operations with new technologies has helped their business thrive. 20% of survey respondents indicated that adding new products or services has been successful for their business.

# Post-Pandemic Outlook

2021 Outlook

**70%**

2021 Business  
Confidence Score  
of 4 or higher

Needed Now

**31%**

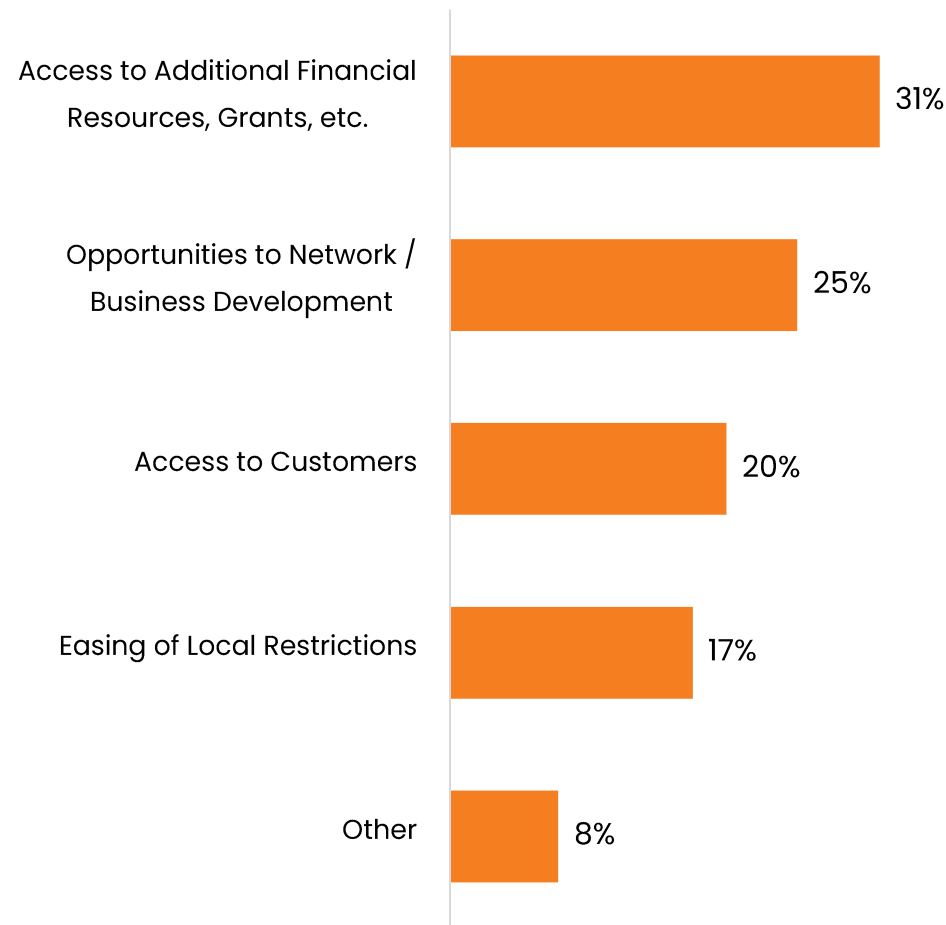
Access to Financial  
Resources

Needed Now

**25%**

Networking / Business  
Development

Q8. What areas will best support your business NOW?



Top 3

n=376

31%

Access to  
Additional Financial  
Resources, Grants,  
etc.

25%

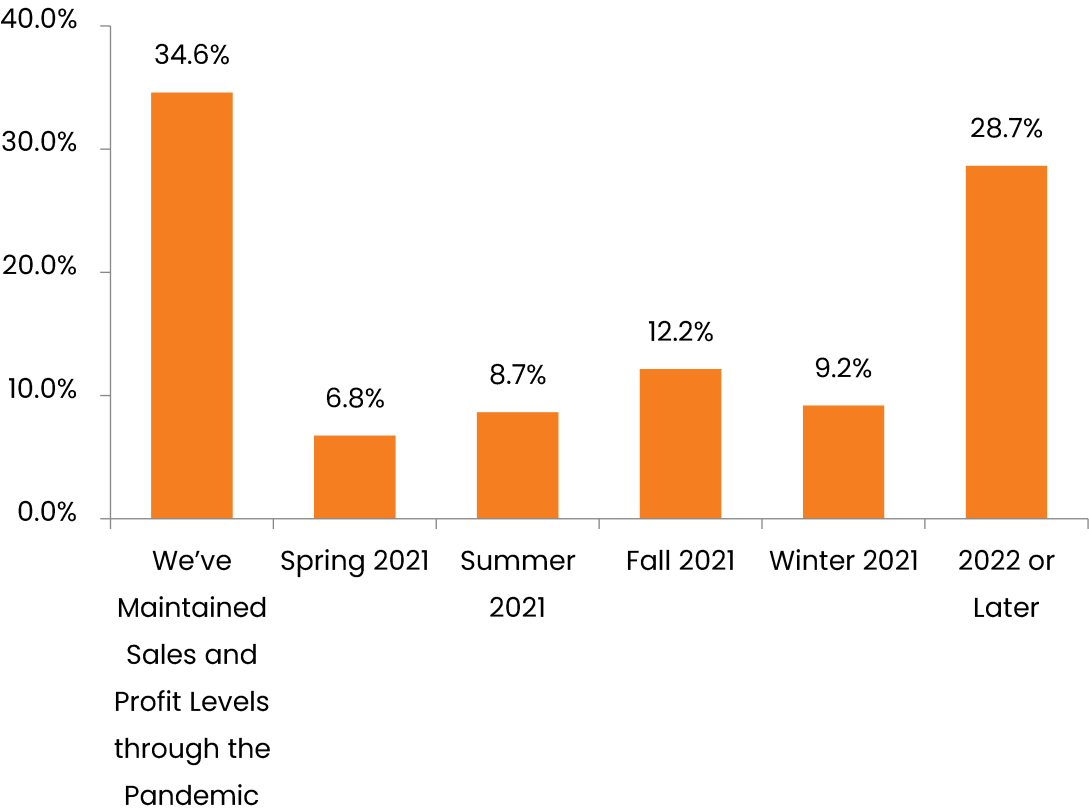
Opportunities to  
Network / Business  
Development

20%

Access to  
Customers

Of survey respondents, 31% indicate that they needed support with access to capital. 25% indicate that they need more opportunities to network and business development. 20% indicate that they need support with access to customers, and 17% of survey respondent indicate that the easing of local restrictions would best support their business right now.

**Q9. Given the current environment, when do you anticipate arriving at pre-pandemic sales/profit levels?**



**Top 3**  
n=370

**35%**  
Maintained Sales  
& Profit Levels

**29%**  
2022 or Later

**12%**  
Fall 2021

Of survey respondents, 37% anticipate arriving at pre-pandemic level sometime in 2021 with the majority indicating a fall 2021 arrival. 34% indicate that their business has maintained sales and profit levels through the pandemic while the remaining 66% are still striving for recovery. 29% indicate that they will likely reach pre-pandemic sales/profit levels in year 2022 or later. 12% indicate they anticipate to see normalcy by fall 2021.



# Industry Spotlight

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## Corporate and Professional Services

(31% of Survey Respondents)

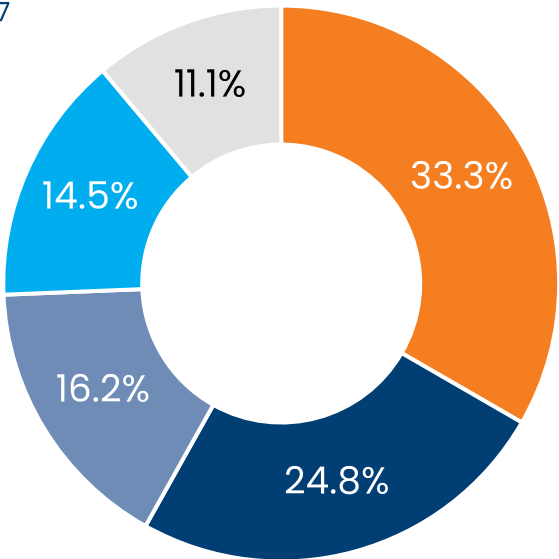


# Snapshot | Professional and Business Services

## Primary Challenge Areas

Q5. Since the onset of the pandemic, what areas have been the most challenging to navigate?

n=117

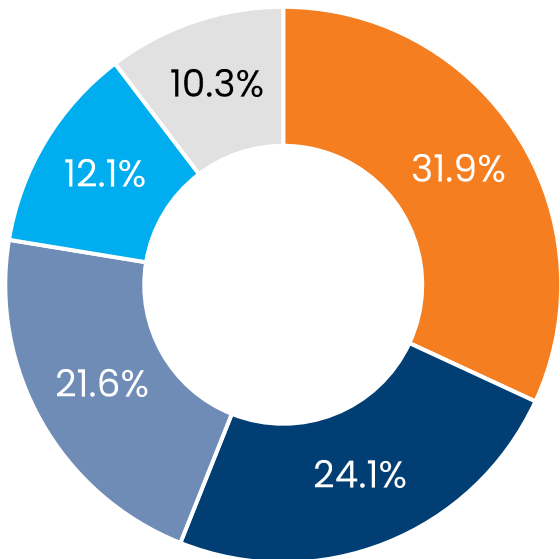


- Engaging and Retaining Customers
- Managing Staff and Supporting People
- Adopting New Processes
- Following Emerging Rules and Regulations
- Other

## Resiliency Response

Q7. As 2021 commences, what is your company doing to best position itself for success?

n=116



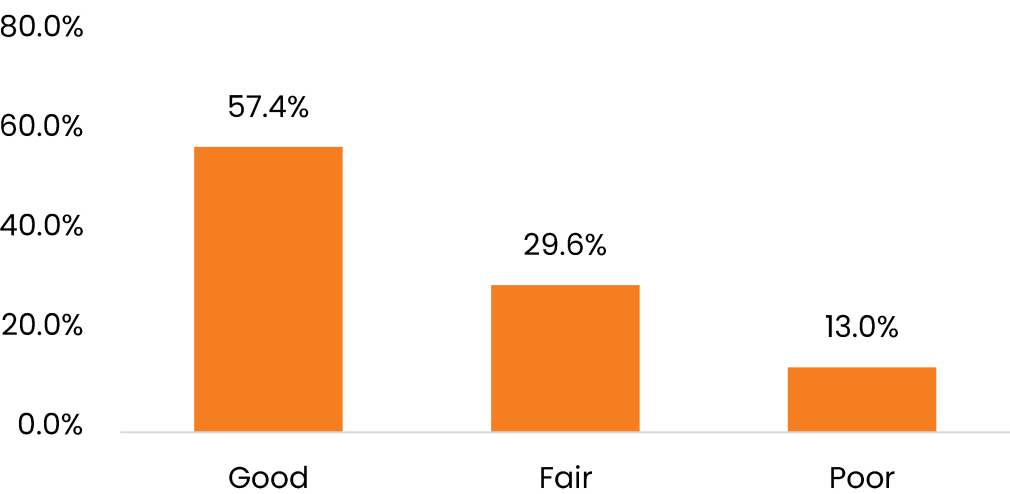
- Enhances Operations with New Technologies
- Adding New Products and Services
- Ensuring a Safe Environment for Customers and Staff
- Other
- Partnering with other Companies and Organizations

# Snapshot | Professional and Business Services

## Current Financial Position

n=117

Q3. Considering the impacts of the pandemic, how would you rate your company's current financial position?

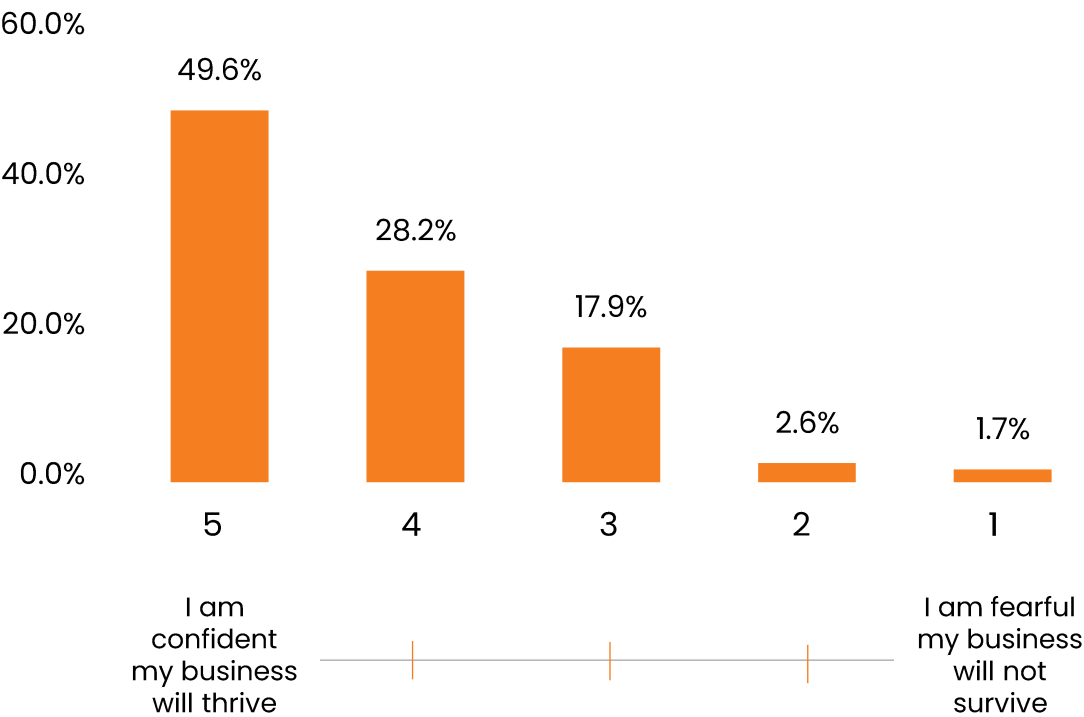


**57.4%** of survey respondents within the professional and business services sector noted that their current financials were in a good position.

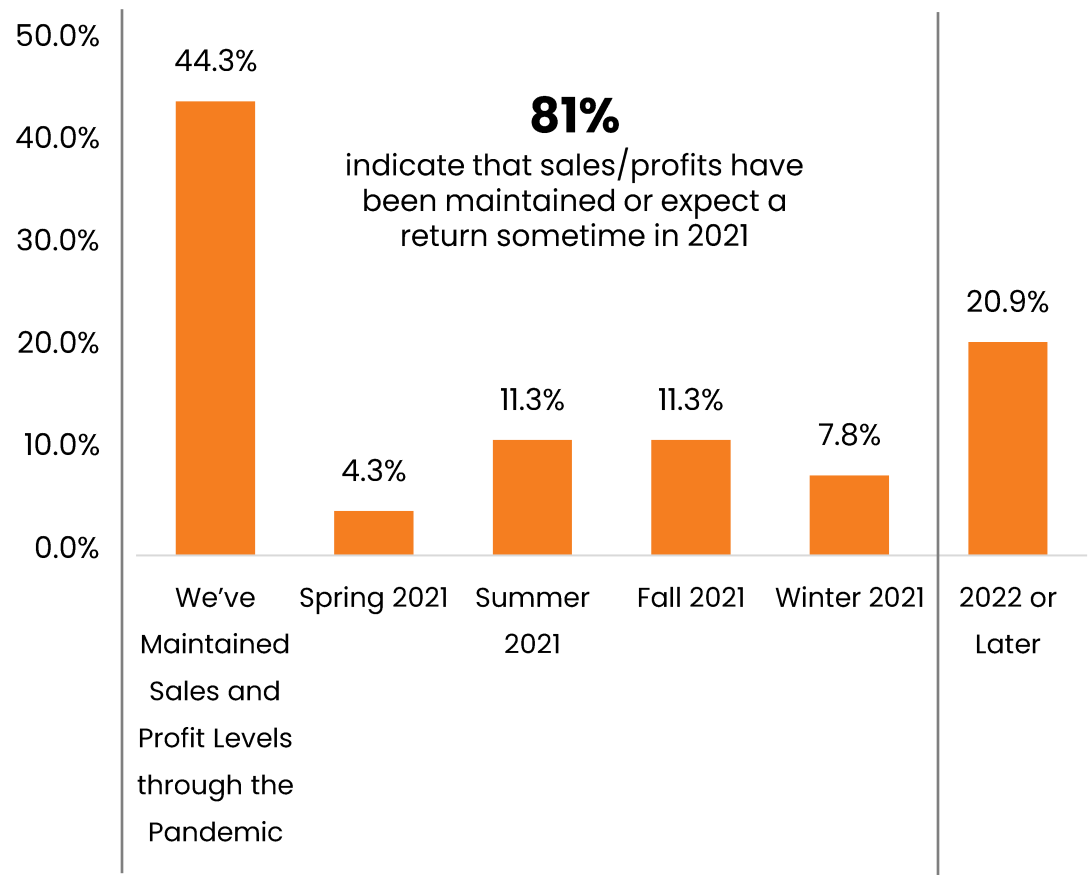
## 2021 Outlook

n=117

Q10. Considering the impacts of COVID-19, what is your overall outlook for 2021?



Q9. Given the current environment, when do you anticipate arriving at pre-pandemic sales/profit levels?



Top 3,  
Business and Professional Services  
n=117

**44.3%**  
Maintained through  
the pandemic

**36.7%**  
Sometime in 2021

**20.9%**  
2022 or Later

Of survey respondents, 44.3% of professional and business services respondents indicated that they have maintained sales and profit levels through the duration of the pandemic. 36.7% indicate that they anticipate arriving at pre-pandemic sometime in the year 2021, with 22.6% identifying the Summer or Fall as the target range of recovery. 20.9% indicate that it will likely take until 2022 or longer to regained pre-pandemic levels of sales and profits.



# Industry Spotlight

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## Hardest Hit Industries\*

(21% of Survey Respondents)

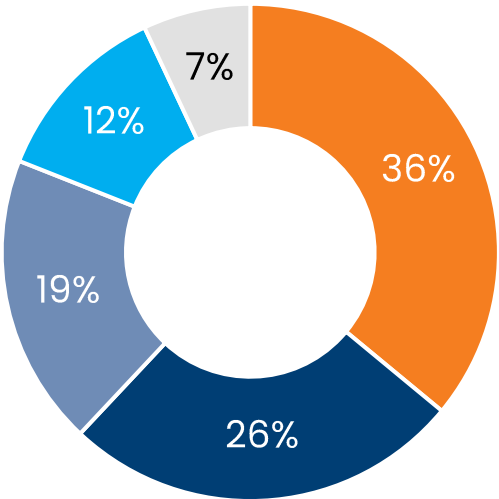
\*Accommodations and Lodging – Art, Entertainment, and Recreation – Personal Services – Restaurant and Food Service, Store-Front Retail – Retail, Non-Food

# Snapshot | Hardest Hit Industries

## Primary Challenge Areas

Q5. Since the onset of the pandemic, what areas have been the most challenging to navigate?

n=81



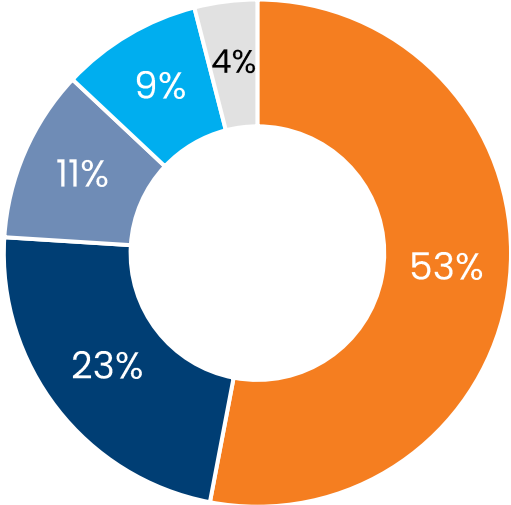
- Engaging and Retaining Customers
- Managing Staff and Supporting People
- \*Other
- Following Emerging Rules and Regulations
- Adopting New Processes

\*Other referenced "all of the above" or specific challenges with manufacturing delays and logistics.

## Resiliency Response

Q7. As 2021 commences, what is your company doing to best position itself for success?

n=81



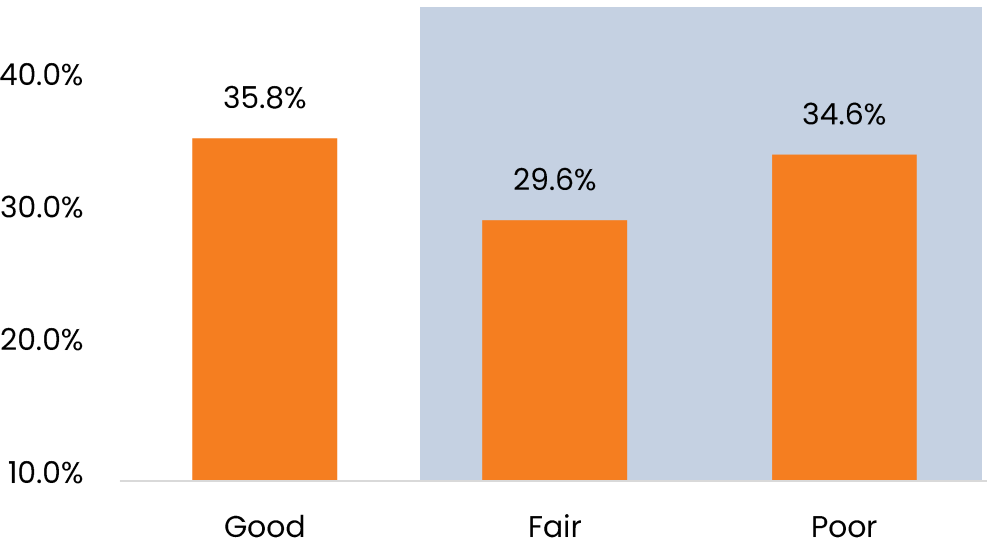
- Ensuring a Safe Environment for Customers and Staff
  - Adding New Products and Services
  - Enhances Operations with New Technologies
  - Other
  - Partnering with other Companies and Organizations
- \*Other referenced "all of the above" or maintain work schedule

# Snapshot | Hardest Hit Industries

## Current Financial Position

n=81

Q3. Considering the impacts of the pandemic, how would you rate your company's current financial position?

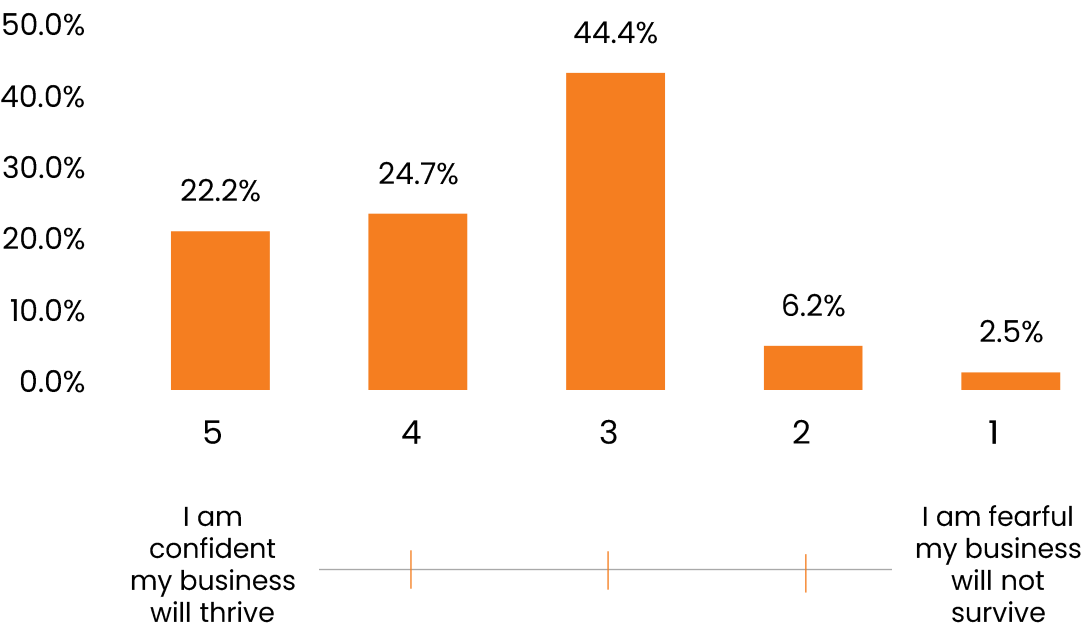


**62.2%** of survey respondents within the hardest hit industry sectors noted that their current financials were in a poor to fair position.

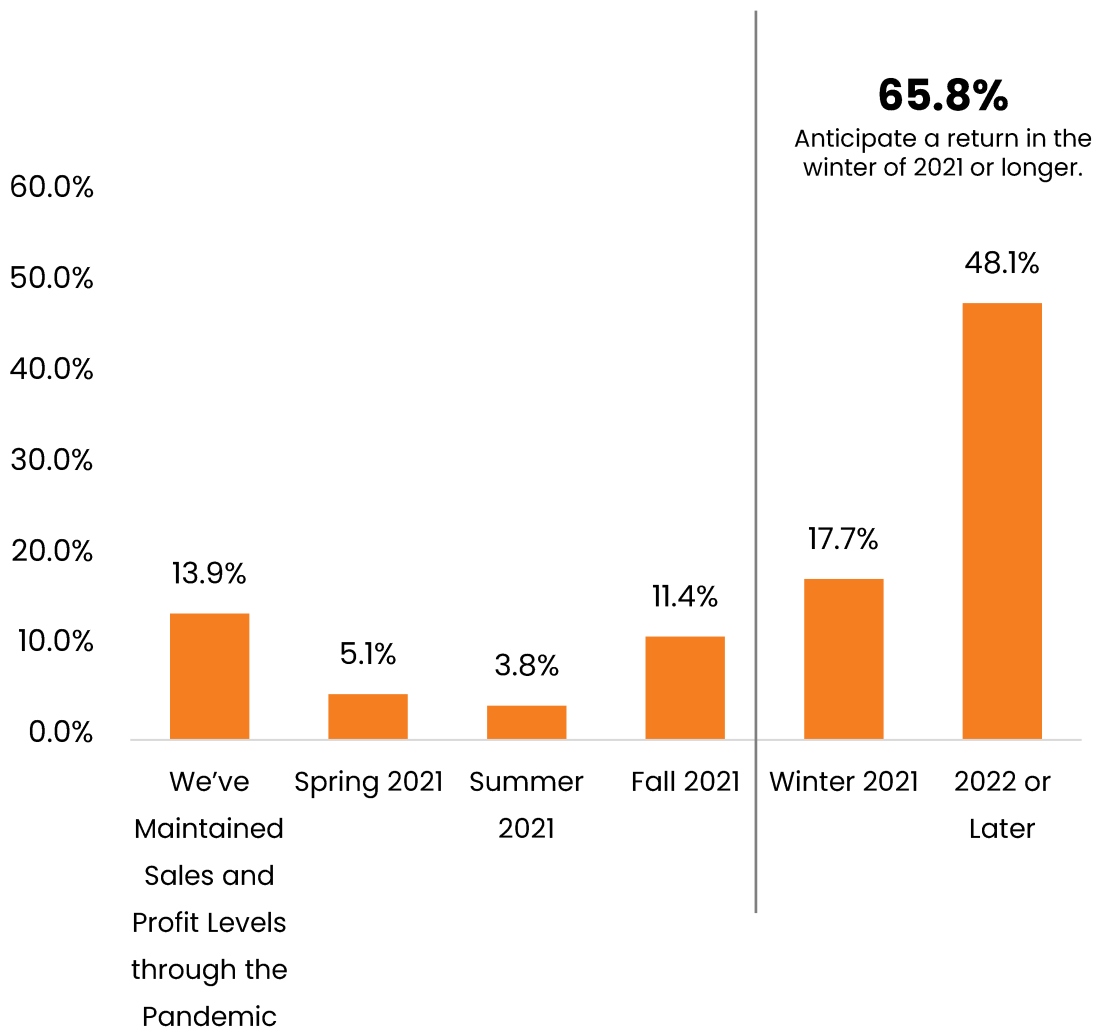
## 2021 Outlook

n=81

Q10. Considering the impacts of COVID-19, what is your overall outlook for 2021?



Q9. Given the current environment, when do you anticipate arriving at pre-pandemic sales/profit levels?



Top 3,  
Hardest Hit Industry Sectors  
n=79



Of survey respondents associated with the hardest hit industries, 48.1% indicated that they do not anticipate arriving at pre-pandemic until 2022 or later. 17.7% indicate that they anticipate arriving at pre-pandemic by the Winter of 2021. 13.9% indicate that sales/profits have been maintained through the pandemic.