

# DO SMALL BUSINESSES HAVE FUTURES?

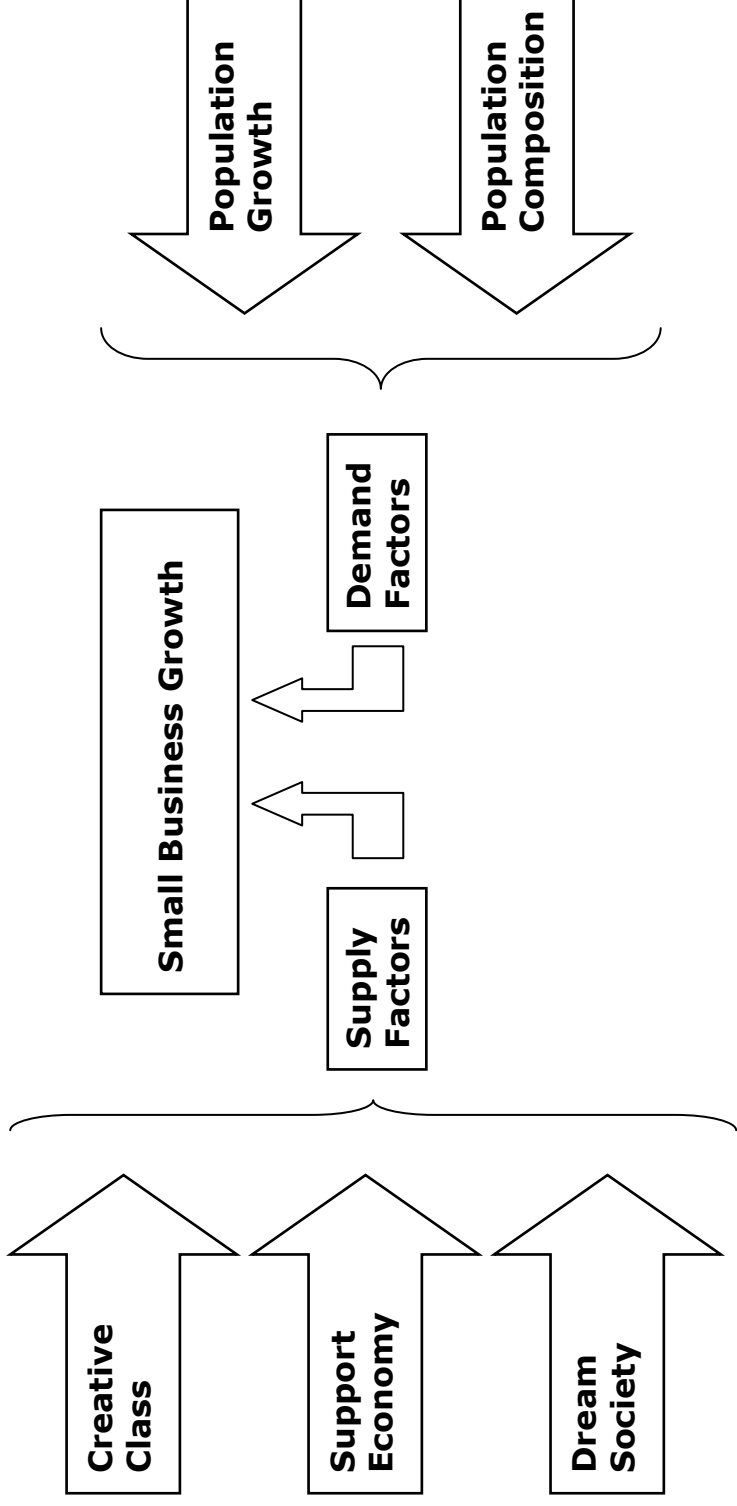


## THE SUFFOLK SMALL BUSINESS PROJECT: FOUR SCENARIOS TO 2020

1. Modelling small business growth.
2. Applying the model to Suffolk.
3. Teasing the model into the future.

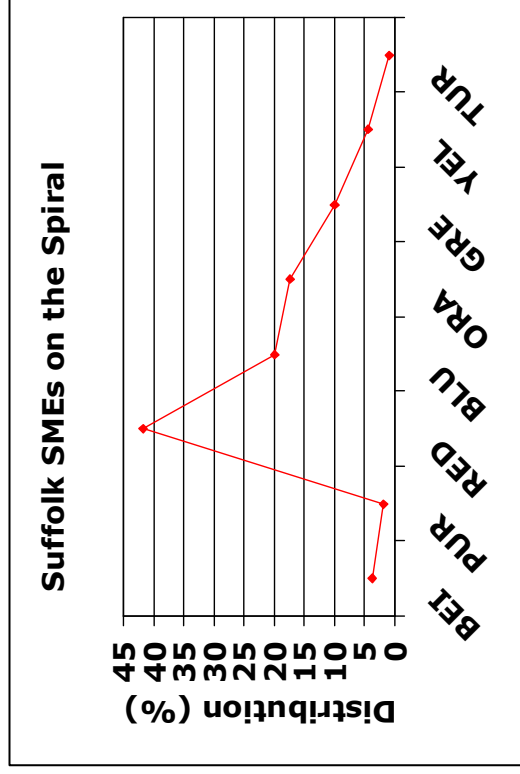
# DO SMALL BUSINESSES HAVE FUTURES?

Modelling small business growth.



# DO SMALL BUSINESSES HAVE FUTURES?

Applying the model to Suffolk.



Lifestyle Tribe	Percentage Distribution
Country Dwellers	22.81
Suburban Semis	11.84
Blue Collar Owners	11.40
High Income Families	10.97
Town Houses & Flats	10.97
Independent Elders	8.77
Mortgaged Families	8.33
Low Rise Council	5.70
Victorian Low Status	5.70
Stylish Singles	1.75
Institutional Areas	1.32
Council Flats	0.44

Economic Analysis – Spiral Profiling

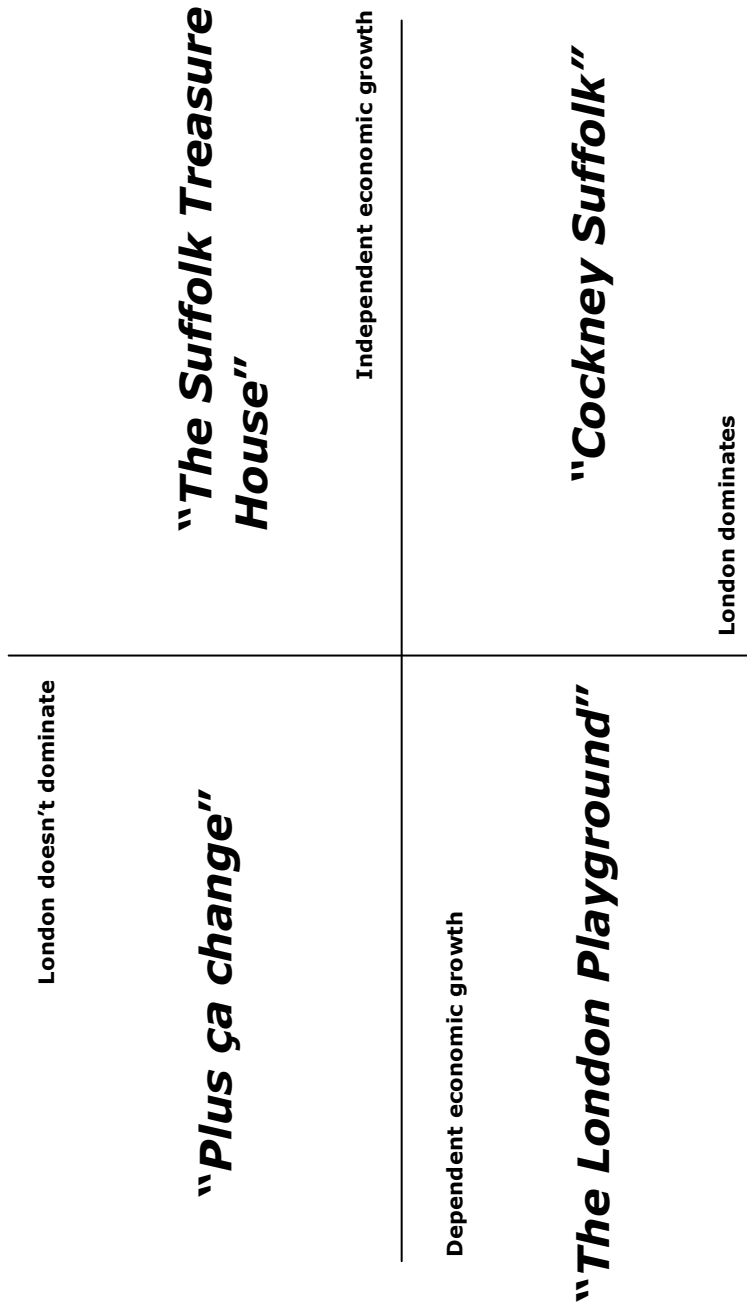
Demographic Analysis



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# DO SMALL BUSINESSES HAVE FUTURES?

Teasing the model into the future.



# DO SMALL BUSINESSES HAVE FUTURES?

- **Small businesses have Micro-futures.**
- **The future comes as a given.**
- **Small businesses have to position themselves within that given future.**
- **This makes the role of the futurist one of guiding the small business into the future.**

