Top B2B Focus Areas For Improvement

As we strive to empower businesses to grow through research, we wanted to provide exclusive insight into where other businesses are focusing their efforts right now in order to improve. In a world currently full of business challenges, it is of no surprise lots of businesses are feeling like they are lacking in certain areas.

We asked B2B businesses which areas they feel their business needs to improve the most over the next 2-3 years and then categorized their answers into 5 different themes.

The 5 Key Themes **Employee Skills Understanding** Financials & Internal Growth & Engagement **Customers Market Trends Processes** % of those businesses who chose at least one improvement area under each theme 63% 86% 42% 73% **77**% Top improvement areas Understanding Measuring and Managing supply Creating new Managing chains and understanding the what is products and employee opinions of our happening to our suppliers services engagement customers industry (e.g. market demand, Staff retention Managing Locating and production Deciding what trends etc.) targeting new and talent marketing or processes customers / acquisition promotions to Controlling direct demand send to customers costs Ensuring compliance with Understanding the Assessing the standards and behavior of our financial health of regulations customers the organization (sales, profit etc.) Monitoring and enforcing quality Delivering personalized control

experiences to customers