

CANADA: PAST AND FUTURE SALES IN BUSINESS

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WHAT CANADIAN SENIOR MANAGERS EXPECT IN SALES INCREASE

Based on “Business Outlook Survey” from Bank of Canada from October 17, 2017

	Sales volume over next 12 months expected to increase GREATER than past 12 months	Sales volume over next 12 months expected to increase LESSER than past 12 months
2013	49%	26%
2014	50%	26%
2015	43%	32%
2016	45%	31%
2017	48%	24%
Average	47%	28%
2016 Q4	48%	22%
2017 Q1	52%	31%
2017 Q2	50%	19%
2017 Q4	42%	23%

Comment: 42% of senior managers in the survey expect that sales will increase greater in the coming 12 months than in the last 12 months. This is compared with 23% that expect sales to increase lesser. Nevertheless, 42% is less than the average response in the previous 3 quarters (50% average) and less than the average of the last 5 years (47%). What do you expect for your business?

WHAT CANADIAN SENIOR MANAGERS SAY OF PAST SALES INCREASES

Based on “Business Outlook Survey” from Bank of Canada from October 17, 2017

	Sales volume of last 12 months increased GREATER than previous 12 months	Sales volume of last 12 months increased LESSER than previous 12 months
2013	35%	41%
2014	43%	30%
2015	43%	34%
2016	39%	40%
2017	42%	30%
Average	40%	35%
2016 Q4	37%	37%
2017 Q1	41%	39%
2017 Q2	43%	23%
2017 Q4	42%	29%

Comment: 42% of senior managers in the survey perceived that sales increased greater in the last 12 months than in the previous 12 months. This is compared with 29% that perceived sales increased lesser. 42% is greater than the average response in the previous 3 quarters (40% average) and greater than the average of the last 5 years (40%). How much did your sales volume increased in your business in the last 12 months?

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Source: Bank of Canada, “Business Outlook Survey”, Autumn 2017, October 17, 2017. The Business Outlook Survey summarizes interviews conducted by the Bank’s regional offices with the senior management of about 100 firms selected in accordance with the composition of the gross domestic product of Canada’s business sector. This survey was conducted from August 24 to September 19, 2017.

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About Alberto Calva. His expertise field is finance and economics. He has been a business consultant for more than 20 years. He has given workshops in 8 different countries having trained with this around 10,000 executives and entrepreneurs from 20 different countries. He has a unique mix of academic, practical, entrepreneurial, hands on experience and board member background. He holds a Bachelor of Industrial Engineering, a Master of Economics and an MBA with a major of Finance.

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