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SWEN589 Final Report

Get Noticed!

Improving the web presence of small to medium sized businesses

1.0 Introduction

Get Noticed is the flagship brand of Business Technology Consultants,[1] a start-up venture that seeks to improve the web presence of small to medium sized businesses. I define web presence as the entire manner in which a business is represented on the internet. Thirty business managers and directors were interviewed to identify the causes and impact of a lack of web presence. This paper opens by analysing this research before discussing an original business model for mitigating these barriers. I defend a design specification for a software solution based upon this model. I discuss the implementation of this design and conclude by offering reflections on this implementation.

2.0 Research

Recent research has identified that 49% of New Zealand's small to medium sized businesses (SMEs) do not have a significant web presence.[2] Web presence includes a business's web site, social media accounts, customer reviews, and all of their other online representations. Once acquired, a strong web presence results in a sales increase of, on average, 25%.[3] Given the number of SMEs in New Zealand,[4] about 240,000 companies are being negatively affected by a lack of web presence. A lot of sales potential is being lost. Such potential, if achieved, would radically improve the income of many small business owners, creating employment and increasing national GDP. An affordable solution to this problem would therefore be subject to significant demand from business owners, as well as provide substantial benefits to the New Zealand economy.

The primary research method was to conduct one-on-one interviews with small business owners.[5] We did not tell respondents the subject of the interview, as doing so may have affected their decision to respond and biased the information they would provide. We managed this ethical issue by debriefing respondents.[6] Desk research was also conducted, including searching journals and scholarly articles, such as the university's databases and Google Scholar.

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[1] Business Technology Consultants was a student working group at Creative HQ consisting of business analysis students Leoncy Lee and Kosam Nyamdela, and software development students Gurtej Singh and Andrew Mahoney. The group members worked together well on all aspects of the Creative HQ programme. However, the business analysis students had different academic goals and the developers had different levels of ability. Therefore, group members worked separately on assessable aspects of the course. For this reason, all the work documented in this paper is my own with the exception of some of the work documented on pp.1-2 and appendix 3. Where work is not mine, this is indicated.

[2] Lin, T. (2016) Half of SMEs jeopardising business with no online presence. https://www.stuff.co.nz/business/small-business/83410117/half-of-smes-jeopardising-business-with-no-online-presence Retrieved 22 June, 2018.

[3] Ibid.

[4] http://www.mbie.govt.nz/info-services/business/business-growth-and-internationalisation/small-enterprise/ Retrieved 22 June, 2018.

[5] All group members participated in cold calling business owners to conduct interviews based upon the research plan and questionnaire script that I developed. For a full description of my research methodology, see Appendix 1. For the text of my questionnaire, see Appendix 2.

[6] Note that this research was conducted under the supervision of Creative HQ and in our capacity as partners within a start-up company. Any ethical issues were managed by Creative HQ who required that this research be undertaken in their capacity as our work experience supervisors. This research was not conducted in our capacity as students under the supervision of Victoria University.

Thirty directors and managers of owner operated business were interviewed.[7] The key results include:

- 97% of respondents want to improve their web presence.
- 86% agree that they could make better use of the internet to expand their business.
- 7% of respondents obtain customers through their existing web presence.
- 21% use email to communicate with customers and 15% communicate with social media.
- 57% of businesses surveyed are on Facebook. 17% are on Instagram and none are on Twitter. 13% are on TripAdvisor, and 50% are aware of their presence on Google Maps and Reviews.

A reasonable number of businesses have Facebook accounts, but they are not communicating with customers over social media. This indicates that these accounts are not being utilised to their full potential which is consistent with business owners' views that they could make better use of the internet to expand their business. Further, this lack of communication is likely the cause of the very low rate of customer acquisition from social media. The large number of business owners wanting to improve their web presence indicates that there is a strong demand for a solution to improve this acquisition rate. Therefore, a solution that enables business owners to communicate more easily via a new or existing web presence is required.

3.0 Business model

I propose developing a content management platform layer above the entirety of a business's web presence.[8] Business Technology Consultants (BTC) will establish a web presence for customers who require it. The solution will be in the form of an Android app that allows global messages to be forwarded to all of a customer's social media accounts, so that the management of such accounts is invisible to the user. Further, messages sent to a business from an individual social media user on a given social media platform will be redirected to this app so that businesses can respond. Such responses will be forwarded to the user via the same platform, again with the handling of individual platforms being invisible to the business owner.

BTC will launch by focusing on the food industry. Restaurants and cafes cannot rely on customer loyalty in the same way as some other industries. They compete on quality and price. Thus effective use of social media as an advertising medium will be highly effective for such businesses.

A competitor analysis revealed that there are similar apps that allow users to post to multiple social media accounts. Examples include buffer, stacker, and hootsuite. However, these apps require users to manually indicate which platforms messages should be sent to. This decision requires a higher degree of social media literacy than the solution I propose as a user must be familiar with the social niches occupied by each media platform. Further, these apps do not redirect individual messages, thus users of these apps must still separately monitor their own social media accounts. The solution proposed here is unique in that it completely removes a business's need to manage these accounts.

The MVP originally envisioned was an Android app that would communicate with a web server that will utilise APIs to automatically redirect messages to a small number of social media platforms. However, on advice this was scaled back.[9] The MVP specification detailed below is an Android app

[7] For a detailed summary of the research results, see Appendix 3.
[8] While I proposed this solution, the business model was developed by the group.
[9] This advice was provided by the group's external mentor Alex Li, Development Manager, TouchTech.

that communicates to a web server only. Messages forwarded to this server will be manually copied to the appropriate social media accounts by a staff member. This will allow the business to launch sooner and support a small number of customers before automated handling of server messages is introduced.

4.0 Software design[10]

4.1 System requirements

The MVP requires an Android app that can be used by a customer and a server interface that can be used by a staff member. These two programs must be able to communicate with each other over the internet.

The customer will be able to:

1. Send a global message to be forwarded to all of their social media accounts.
2. Receive and view any message that is sent to any of their social media accounts.
3. Send a targeted message or reply to an individual social media user.

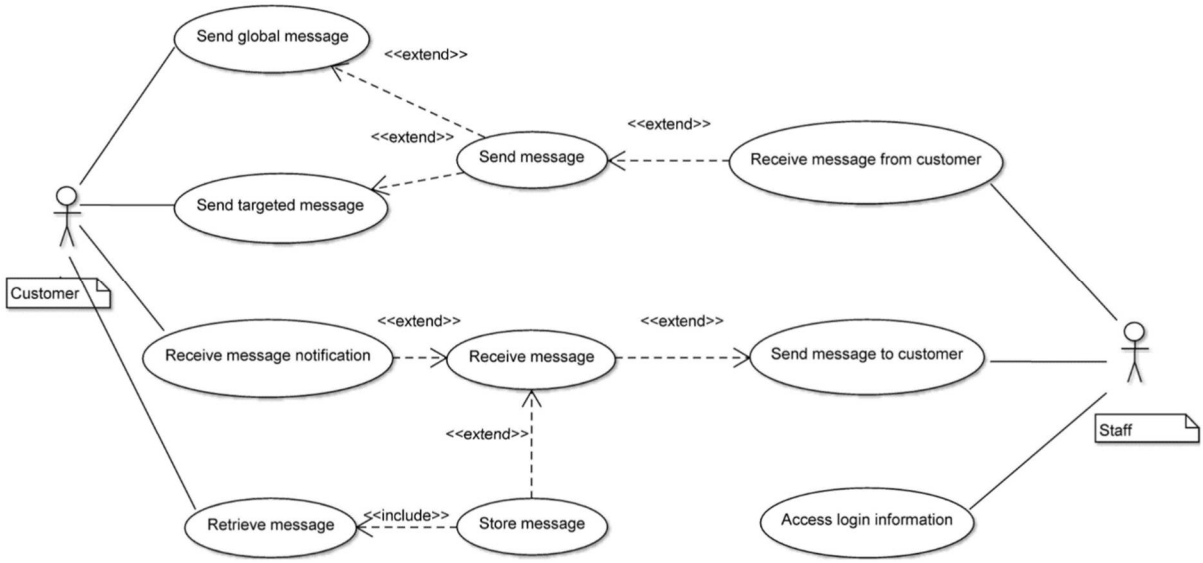
The staff member will be able to:

4. Receive, in real time, global and targeted messages that are sent by customers.
5. Forward messages that are received on customers' social media accounts.
6. Access the login and password information for the customers' social media accounts.

The server software will be able to:

7. Store all customer and message information in a database, including encrypted passwords.
8. Send and receive TCP packets from the Android app.

4.2 Use case diagram



The above use case diagram defines all of the processes required for the MVP solution. Where a customer sends a global message, this is extended by a send message process. This process is further extended with the message being received by the staff member for manual forwarding to

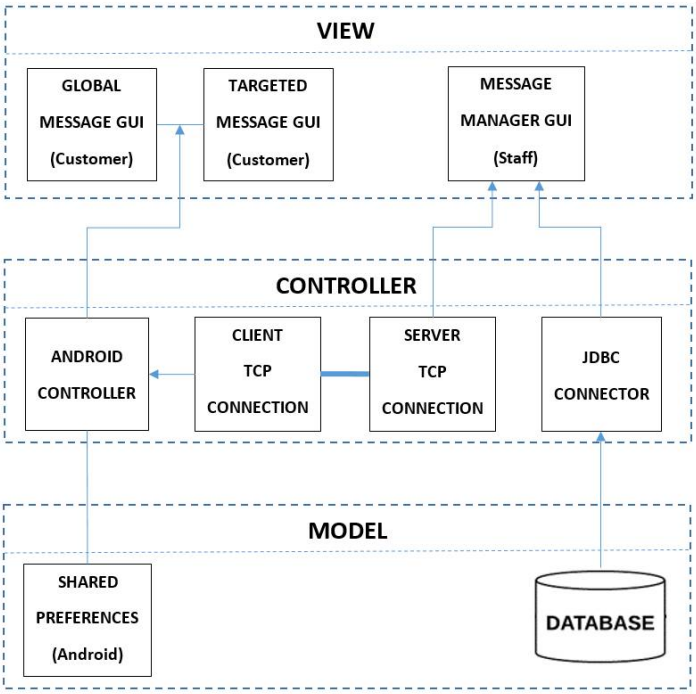
[10] Note that all the work documented in sections 4.0-7.0 and appendices 1-2 is entirely my own.

the customer's social media accounts. The customer can also send a targeted message to an individual social media user, which is likewise extended by the send message process.

Staff can send messages to customers that are received on their accounts, this process is extended by a receive message process which is further extended by a message notification being received by the customer. A store message process also extends the receive message process. This includes a retrieve message process as the retrieval of stored messages may occur multiple times.

Finally staff can access the login information of customers' accounts. This is an independent process. The system has been designed to ensure that this process is not related to any other process for security reasons.

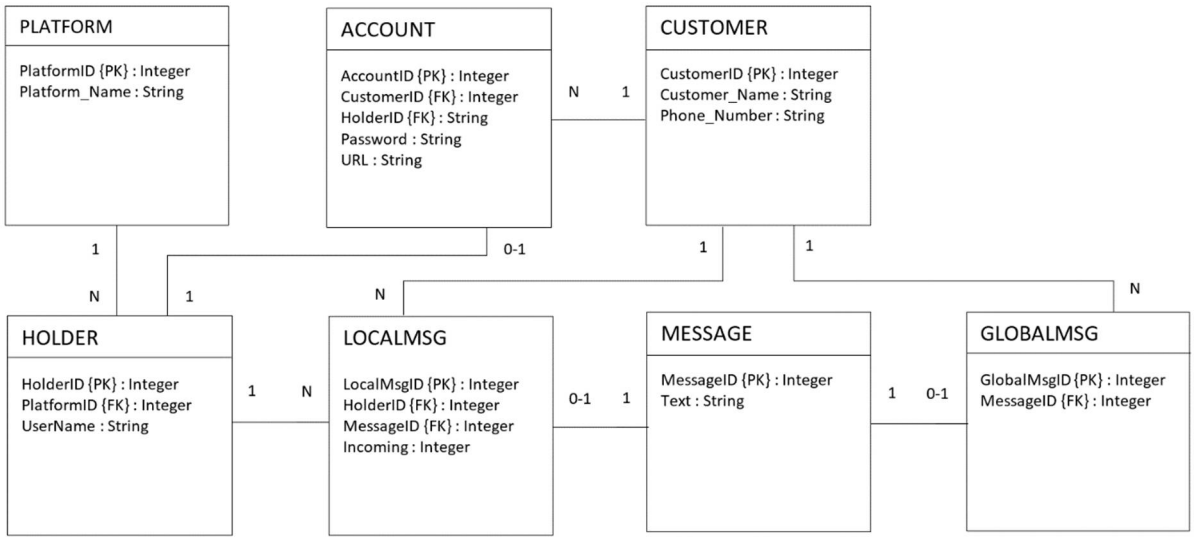
4.3 MVC diagram



This MVC diagram was developed to support the above process relationships. The customer's view is an Android app with two interfaces, one enabling the user to send global messages to all their social media accounts, and another allowing them to send targeted messages to individual account holders. These are controlled by an Android Studio program that utilises the SharedPreferences class to retain its state between executions.

The staff member uses a single, more complicated, interface to manage the messaging system. This is supported by a TCP connection to the customers' Android apps and a JDBC driver that connects to an underlying database.

4.4 Entity-relationship diagram[11]



The above ER diagram depicts the underlying database which contains some atypical relationships. The Platform table records different social media platforms, such as Facebook, Twitter, Instagram, etc. The Holder table represents individually held social media accounts. These may be users who communicate with customers or accounts that are held by customers. The Holder table has a many to one relationship with the Platform table as multiple accounts are held on a single platform.

The Customer table has a one to many relationship with the Account table that records information relevant to accounts held by each customer. Accounts are held on a social media platform and have a unique username so rather than replicate these fields within the Account table, a foreign key reference is included to a Holder record. This creates an atypical data relationship. An Account record will link to one Holder record, but a Holder record will be linked by one or no Account records, and never by multiple Account records as accounts are individually held. Hence, the 1:0-1 relationship defined above.[11]

The Customer table has a one to many relationship with the GlobalMsg table as a customer is able to send unlimited messages. The LocalMsg table records the details of all targeted messages that are sent both from and to the customer. It includes an integer field called "Incoming" which acts as a flag set to 0 or 1 depending on whether the message is outgoing or incoming. It also includes a HolderID, which references the account holder that the message is being received from or sent to, and the CustomerID of the customer sending or receiving. Both of these are many to one relationships.

Both message types have a body of text so this has been normalised into the Message table. Again, this creates an atypical relationship. Every GlobalMsg and LocalMsg link to one Message record. However, every Message is linked by either one GobalMsg or LocalMsg record, but not both.

5.0 Implementation

5.1 TCP/IP and multi-threading

System requirement 8 required the use of the TCP protocol to send and receive messages between the server and the client. TCP/IP was chosen as it is the most common and reliable internet protocol. UDP is less reliable as it can result in packets being lost.

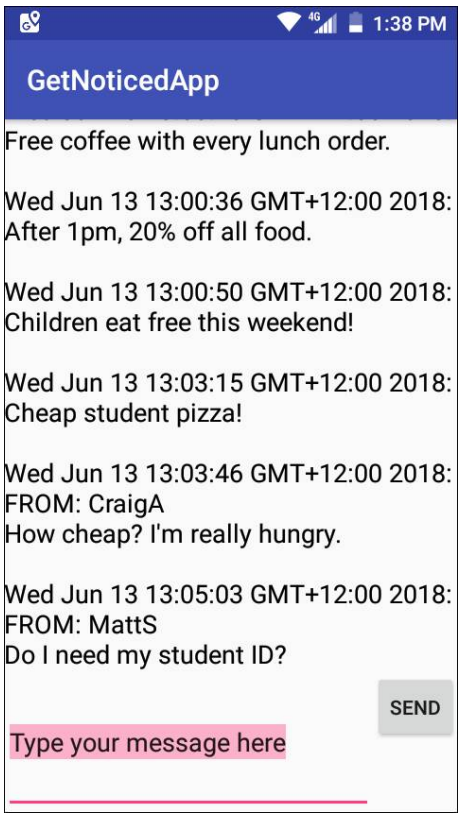
TCP packets are sent between the server and client utilising the Socket, ServerSocket, PrintWriter, and BufferedReader classes. This caused a problem when waiting for a TCP packet to be received. The method ServerSocket.accept() prompts the program to wait indefinitely for a TCP packet to be sent to the ServerSocket's port. While the program is waiting, users cannot interact with the JavaFX interface as the program is preoccupied.

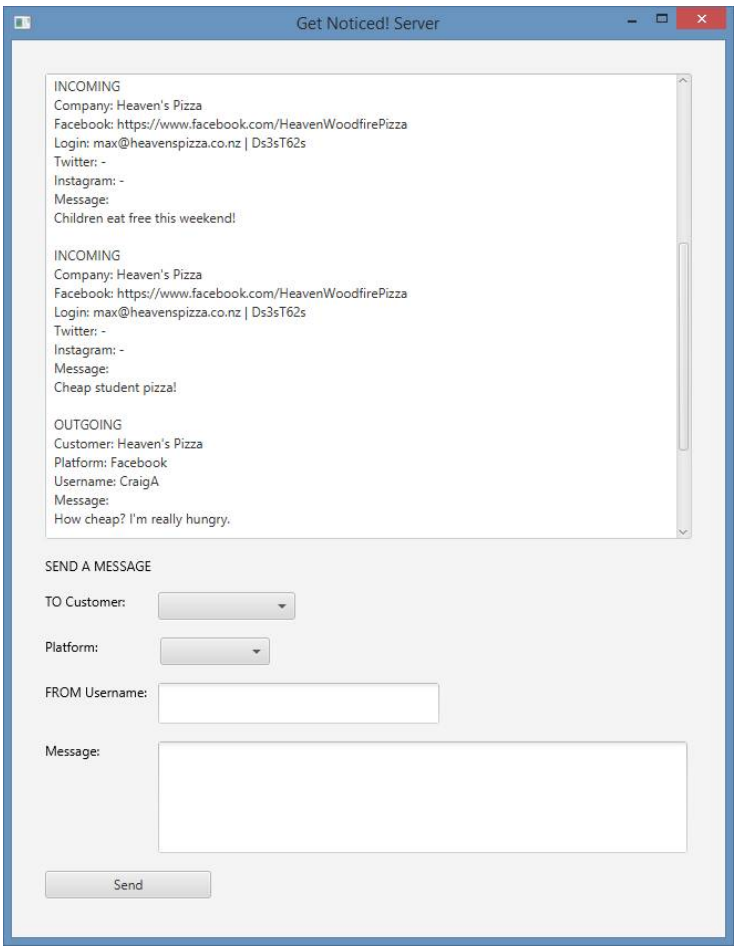
I resolved this problem by creating multi-threaded applications. A thread is a separate execution sequence that operates in parallel to the main program. Starting a thread is different than calling a method. When calling a method, the execution sequence is paused and the method is run before the execution sequence resumes from where it was. However, when starting a thread, the execution sequence of the main thread continues and the execution sequence of the new thread begins. Both sequences run simultaneously. I resolved the above problem by using two threads in

[11] I utilise the 1:0-1 relation to depict a relationship in which a record in the first table is always related to one record in the second table, but a record in the second table may or may not be related to only one record in the first table. While this relationship definition is not conventional, it is preferred due to its accuracy in describing the relations above.

both the server and client applications, one to control the interface and one to control TCP communication.

5.2 User interface



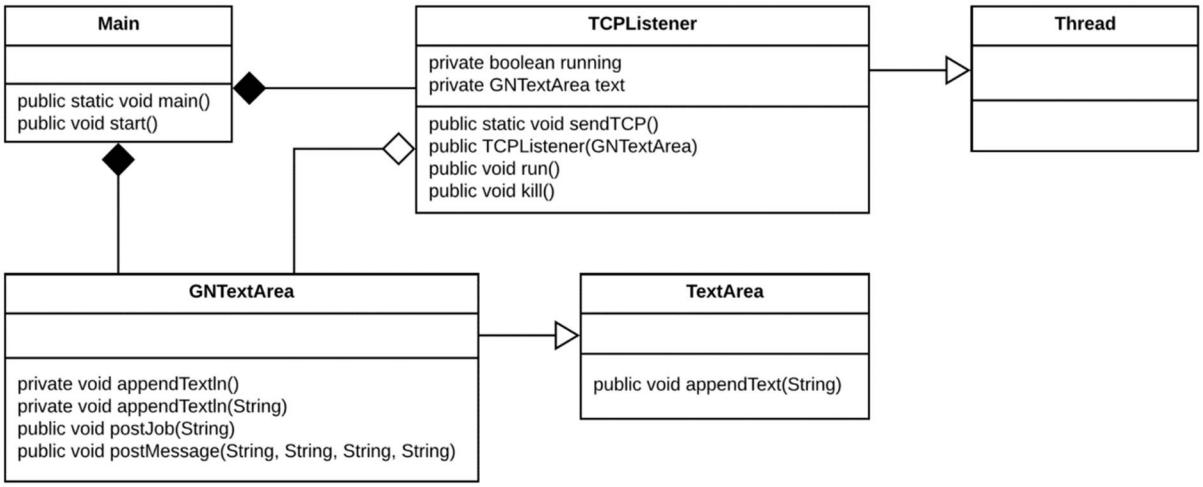


The client app interface is used by a business to send a message to the entirety of their web presence. It consists of an edit box in which the client will type a message, and a button to send the message. The main feature of the interface is a text box displaying the history of all messages sent and received.

The server interface includes a text box that displays the history of all messages received and sent. It also includes a form that a staff member will use to forward messages that have been sent to a customer's social media account. The staff member completes the form by selecting the customer to which the message was sent, selecting the social media platform on which the message was sent, entering the social media username of the person who sent the message, entering the content of the message, and clicking the send button.

5.3 Server

The server software was implemented in Java. This was due to the quality and quantity of documentation and help available online resulting from the language's popularity, and the accessibility of high quality IDEs. The UML diagram overleaf illustrates the relationships between the classes of the server software.



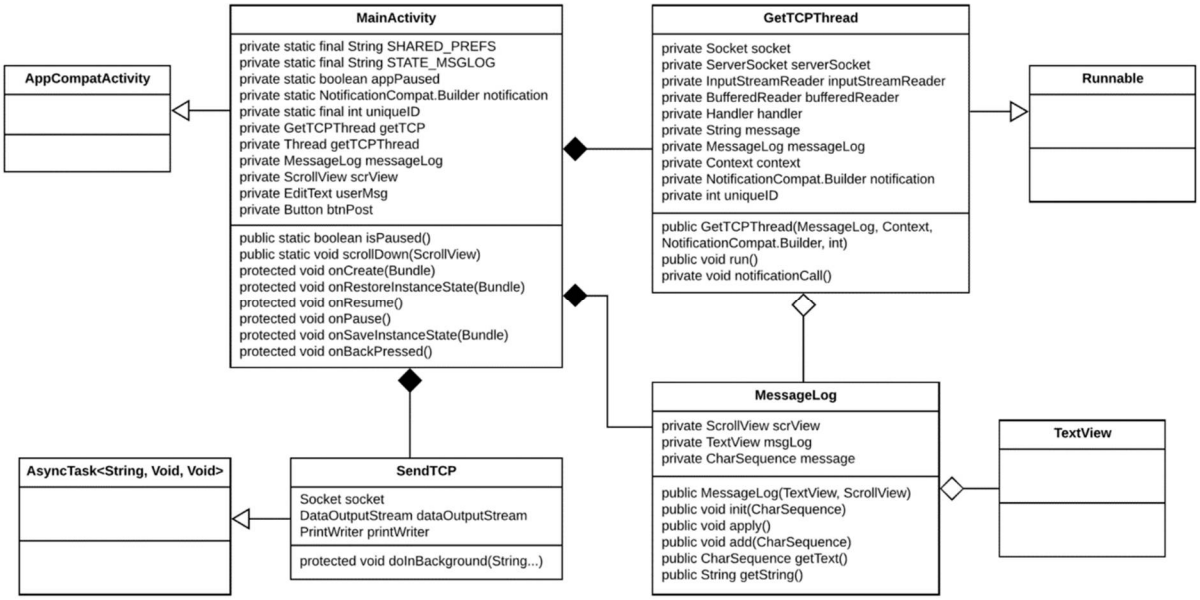
The TCPListener class inherits from the Thread class. The GNTextArea class inherits from the JavaFX TextArea class. GNTextArea only utilises the appendText() method of its parent class, so only this is displayed in the diagram. The Main class is composed of a GNTextArea and a TCP Listener as it creates instances of these classes at runtime. The TCPListener class is aggregated with the GNTextArea class as the Main class passes a pointer to its GNTextArea object when creating the TCPListener object.

The Main class operates the JavaFX interface. GNTextArea is the TextArea at the top of the interface in which messages sent by users appear for manual processing by a staff member. The postJob() and postMessage() functions enable the display of user requested jobs and of messages sent to users. TCPListener is a thread class that runs alongside the main class. It contains the static method sendTCP() which is used to send messages to the client. The kill() method was introduced as the standard method Thread.stop() has been deprecated. This will manually terminate the thread by setting a global boolean field to false.

System requirement 7 is yet to be implemented. This calls for a database and a JDBC driver to interface with the database. The database will be written in SQLite, and the JDBC driver will be written in Java for consistency with the other server code.

5.4 Client

The client software was written in Android Studio. This is because Android Studio is an implementation of Java which ensures consistency between the server and the client. The UML diagram overleaf illustrates the relationships between the classes of the client application.



The GetTCPThread class inherits from Runnable as it is an independent thread. The SendTCP class is separate from GetTCPThread as it must inherit from AsyncTask<>. The MainActivity class is composed of GetTCPThread and MessageLog as it creates these objects upon execution. It is also composed of SendTCP as it creates this object when sending a TCP packet. The GetTCPThread class is aggregated with MessageLog as MainActivity passes a pointer to its MessageLog object when creating the GetTCPThread object. The diagram depicts the MessageLog class as being aggregated with a TextView object because MainActivity instantiates MessageLog with a pointer to a TextView and the primary purpose of MessageLog is to manage a TextView object.

The MainActivity class operates the Android layout. The MessageLog class controls a TextView that displays the message history. The init() and apply() methods are used to restore the state of the TextView after a phone rotation or exiting the app. The add() method adds a new message to the TextView and ensures it is formatted appropriately.

The GetTCPThread class is a thread that receives TCP packets sent to the app. The notificationCall() method displays a notification that a message has been received. It is called only if the user does not have the app open and is thus unable to see the message appear in the TextView. The isPaused() method of MainActivity is used to determine whether the app is open.

The SendTCP class is used to send TCP packets to the server. Whereas, in the server UML diagram, all TCP communication is managed by the same class, in the client the sending and receiving functions are separated into different classes. This is because Android Studio requires the SendTCP class to inherit from AsyncTask, and the GetTCPThread class to inherit from Runnable as it is a thread.

System requirement 3 is yet to be implemented. This calls for a second Android layout to be used for sending and receiving targeted messages. This will be implemented as a second activity class within the above UML structure.

6.0 Testing

The following test cases were applied throughout development. Tests were repeated as the software was developed. For example, after the ability to receive TCP packets was added, the test for sending TCP packets was repeated. Every test was conducted several times to ensure that the results were replicable.

Test	Description	Input	Expected result	Pass/Fail
Server class: Main				
1	Select from customer and platform dropdown boxes.	Click on each dropdown box.	The dropdown menus are accessible.	Pass
2	Enter a username and message.	Click and type in the username and message box.	The text appears in the boxes.	Pass
Server class: TCPListener				
3	The JavaFX interface is usable while this thread is active.	Click on components within the interface.	Components respond as usual.	Pass
4	Send a TCP packet to the client.	Complete the form and click send.	Packet is received by the client.	Pass
5	Receive a TCP packet from the client.	Enter text into the client application and click send.	Packet is received by the server.	Pass
Server class: GNTextArea				
6	Received messages appear within the TextArea.	Enter text into the client application and click send.	The message appears in the TextArea.	Pass
7	Sent messages appear within the TextArea.	Compete the form and click send.	The message appears in the TextArea.	Pass
8	The TextArea is scrollable.	Scroll the TextArea up and down.	The TextArea scrolls up and down.	Pass
Client class: MainActivity				
9	The state of app is retained through phone rotations.	Rotate the phone.	All text on the interface is retained.	Pass
10	The state of the app is retained after exiting and reopening.	Exit and reopen the app.	All text on the interface is retained.	Pass
Client class: GetTCPThread				
11	The Android layout is usable while this thread is active.	Interact with components of the user interface.	The components respond as usual.	Pass
12	Receive a TCP packet from the server.	Complete server form and click send.	Packet is received by the client.	Pass
13	Notification received when app is idle.	Close the app, complete server form and click send.	Notification appears on the client.	Pass
Client class: SendTCP				
14	Send a TCP packet to the server.	Enter text and press send.	Packet is received by the server.	Pass

Client class: MessageLog				
15	Received messages appear in the TextView.	Complete the server form and click send.	The message appears in the TextView.	Pass
16	Sent messages appear in the TextView.	Enter text and press send.	The message appears in the TextView.	Pass
17	The TextView is scrollable.	Scroll the TextView up and down.	The TextView scrolls up and down.	Pass

7.0 Conclusion and reflection

This paper has described the research, design and implementation of a software solution to improve the web presence of small businesses. After identifying the problem of a lack of web presence and conducting market research to understand the nature of this problem, an evidence-based business model was developed to deliver a solution. This enabled the production of a design specification that would deliver the solution within the limitations of the business model. Finally, after conducting research into new programming techniques such as threading, implementing the specification was relatively straight forward given the market research and business planning that supported it.

This business concept was developed with a student group at Creative HQ. While this learning opportunity was valuable, my reflection is about the dichotomy between the value of the group process and the value of the product. An application that could really take a single message and recompose it for multiple media platforms is, I suggest, beyond the ability of a student working group. For example, automatically rewriting a long message in a manner that is appropriate for Twitter would require a sophisticated artificial intelligence.

I had entered Creative HQ with aspirations to use the programme to begin my own business. Unfortunately, the very strong pressure to work in groups prevented this. No other student had my experience in the social research sector, so they had no interest in addressing the problems that I wanted to resolve. Thus, I settled for working on what was effectively a simulated project. On the positive side, the group was helpful by undertaking most of the cold calling work, a task which I struggle with. Working with the group was a double-edged sword.

Prior to undertaking the Master of Software Development degree, I had thought that group work was encouraged due to a false belief that the whole is greater than the sum of its parts. My experience of working in groups during this degree is consistent with this belief being false. Indeed, the business world provides more funding to individual contractors than to entrepreneurial groups.

However, I now see a benefit to group work that I did not previously recognise. I owe this realisation in part to this Masters degree and in part to a biological theory that I studied for my previous degree, called costly signalling theory.[12] In the modern economy, trade and exchange with non-family, such as customers, suppliers and stakeholders, is essential for survival. This was never the case prior to the industrial revolution. Even though there may be no net productivity gain from working in a group, doing so is a costly signal of one's ability to conform to this modern paradigm. From a psychological perspective, this may explain why group-based innovation is being encouraged over individual creativity, even though the latter has historically contributed more to culture and science than the former ever may.

[12] This is the principle that an animal can signal ability or intent by incurring a survival or reproductive cost.

Appendix 1: Get Noticed! Research plan

Research question: *Why don't 49% of SMEs have a significant web presence?*

Background

Get Noticed! is a new start-up venture that aims to identify ways to improve the overall web presence of small businesses. Web presence is not limited to web sites. Web presence also includes social media accounts, customer reviews, and the product of any search engine optimisation work.

Get Noticed! has identified that 49% of small to medium sized enterprises (SMEs) in New Zealand do not have a significant web presence. We seek to conduct research to understand why this is the case. The purpose of this research is to enable Get Noticed! to develop products and services that will (a) improve the web presence of SMEs and (b) mitigate the impact caused by this lack of web presence.

Research methods

The following methods are recommended to fulfil our information needs for this research.

Interviews – The primary research method will be conducting one-on-one interviews with small business owners. At these interviews, we will be unable to tell respondents the subject of the interview. Doing so may affect their decision to respond and bias the information they may provide. Therefore, we must be deliberately vague when approaching business owners. We will manage this ethical issue by debriefing respondents.

Internet searching – This refers to searching Google for information.

Desk research – This is a form of internet searching that also involves searching journals and scholarly articles, such as on the university's databases and Google scholar.

<u>Information needs</u>

We need to know the following information about SMEs:

Information need	**Information Source (how to collect the information)**
What web presence do they currently have	Internet searching – We type their business name into Google and scan the first page of results. Any results that relate to the business is to be considered a part of their web presence. We test links on all relevant pages to one level deep. Any links to other relevant pages or social media accounts is also to be considered a part of their web presence.
How do they advertise their business offline	Interviewing/Reviewing yellow pages, newspapers, circulars – We review the yellow pages and any local newspapers/circulars for advertisements to assess the business's degree of publicity. We also search the internet for any advertisements. We ask the business owner what non-internet based advertising they use.
What web presence are they aware that they have	Interviews – Note, that we can't use the term "web presence" when talking to small businesses, as they won't be familiar with it. Instead, we should identify all ways in which a business may be represented on the internet, and ask the owner whether they are aware of their

	business being represented in these ways, and how they use these various tools and channels
Do they want a web presence	Interviews – As we can't use the term "web presence" in an interview, we will ask business owners about the various ways that their business is not represented on the internet and whether they would be interested in adopting these channels.
If not, why not	Interviews – Where a business owner is not interested in using a particular online channel, we ask an open ended question as to why not? This will indicate their perception of why they don't use the channels. Their perception may not correspond to the real reason they're not using a channel, but it will need to be taken into account in any advertising/sales strategy.
What obstacles prevent them from increasing their web presence	Interviews – We identify specific obstacles that may prevent someone from improving their web presence (e.g. money, time, complexity, ignorance), and ask about these barriers specifically. This will enable us to determine the real reason that companies have no web presence so that we can compare this reality with their perception.
What is the impact on SMEs for not having a web presence	Desk research – We conduct a brief literature review on how the internet benefits small businesses. A detailed literature review would be necessary for a complete answer but we won't have time for this.
What benefits can a small business gain from a web presence	Desk research/interviews – The above literature review is relevant here. Once we identify how different forms of "web presence" will benefit businesses. We ask which of these advantages the business owners would like to gain (without mentioning the relevant online channel itself). This allows us to understand what business owners want without taking their biases toward the internet into account.
How can we sell the concept of "web presence" to an SME	This can be planned based on our learnings from the above information need.
How do people and businesses respond to our company names "Get Noticed!" and "Business Technology Consultants"?	Interviews – We ask about these business names during interviews. In particular, Business Technology Consultants is a possible name for a future consultancy firm, we should take this opportunity to see how people respond to it.

Appendix 2: Questionnaire script

The following questions should be asked, if appropriate, during customer interviews. Feel free to rephrase any part of the questionnaire so that it is appropriate to the context of the discussion, and add additional questions that may be of interest to the discussion.

Hello. I am [your name] from Business Technology Consultants. We are seeking to understand how small businesses gain publicity. We will use the results of this research to develop cost effective products and services that will enable businesses like yourselves to substantially improve your publicity. This interview will only take a few minutes of your time. Are you happy to answer a few questions?

If no, say:

Thank you for your time, have a nice day/evening.

If yes, proceed:

How do your customers find out about your business?

Do you usually contact your customers by phone or email or via an online channel, such as Facebook or messenger?

What's your current marketing strategy for reaching new customers?

How do you maintain your relationship with your customers?

What's your main business goal for the next 5 years?

Do you think the Internet could help your business more?
If yes, ask: Why
If no, ask: Why not?

Do you have a website?
If yes, ask: Is it updated regularly?
If no is answered to either of the above questions: Why not?

Is your business on Facebook?
If yes, ask: Do you post regular offers/deals?
If no is answered to either of the above questions: Why not?

Is your business on Twitter?
If yes, ask: Do you post regular offers/deals?
If no is answered to either of the above questions: Why not?

Is your business on Instagram?
If yes, ask: Do you post regular offers/deals?
If no is answered to either of the above questions: Why not?

Do you know if you are on Google Maps?
If they are not on Google Maps, ask: Why not?

Do you know if you are on Google Reviews?
If yes, ask: Do you read your reviews?
If they are not on Google Reviews, ask: Why not?

If applicable, ask: Are you on No Cowboys/Trip Advisor?
If yes, ask: Do you monitor your No Cowboys/Trip Advisor reviews?
If no is answered to either of the above questions: Why not?

Is your business on snapchat?
If no, ask: Why not?

Is your business on Neighbourly?
If no, ask: Why not?

Our company will help small businesses get noticed by improving their overall presence on the Internet. Our trading name is "Get Noticed". Do you have any thoughts about this name?

Thank you for your time. Once again, I'm [your name] from Business Technology Consultants, trading under the name "Get Noticed!" Enjoy the rest of your day/evening.

Appendix 3: Research analysis

Note that this appendix was written by group members Leoncy Lee and Kosam Nyamdela as part of the academic assessment for their business analysis degree. It is included here as a record of the results of the research method that I developed and participated in implementing.

A total of 30 respondents agreed to the research out of over 100 that were approached, representing a conversion rate of just below 30%. Sixty calls and direct approaches to tradespeople were all negative. None of them were interested in web presence including 5 trades associations. Those who talked to us told us that they had contracts with larger scale service companies and were happy with them. Others had enough clients and were quite content.

1. How do your customers find out about your business?

35% of respondents get their customers through word of mouth and this is more than 3 times the next highest figure of 11% representing walk-ins. Google and Facebook are tied at 7%, representing web presence. This shows that businesses are still relying on traditional methods and are transitioning very slowly compared to the larger organisations.

2. How do you usually contact your customers?

The traditional trend continues here with the phone being the most common means of communication at 46%, the next being email at less than half that at 21%. The most common social media platform here is messenger and WeChat.

4. How do you maintain your relationship with your customers?

Calls and emails are the prevalent methods of retaining relationships with customers, making up 40%. Social media ranks among the lowest totaling less than 15%.

5. What's your main business goal for the next 5 years?

Expansion of current business makes up a total of more than 50% of the respondents. Another 13% would like to increase sales. Only 10% are not sure what they want to do in 5 years. The indication here is that there is a need to at least maintain the status quo and mostly improve where possible.

6. Do you think the Internet could help your business more?

A whopping 86% believe the internet could help their business more compared to only 3% who said no.

7. Do you have a website?

There is a split of almost equal proportions for those with and those without a website.

8. Is your business on Facebook?

About 57% have a Facebook presence compared to 40% without.

9. Is your business on twitter?

An overwhelming 90% do not have a twitter account. None could answer yes to this question.

10. Is your business on Instagram?

70% are not on Instagram, a figure that is slightly more than 4 times those who are.

11. Do you know if you are on Google Maps?

Slightly over half know that they are on Google maps and a third are not. The rest are not sure.

12. Do you know if you are on Google Reviews?

The response to Google reviews is similar to that of Google maps, with half knowing that they are on Google reviews.

13. Are you on No Cowboys/Trip Advisor?

Only 13% are on TripAdvisor. This could also be due to the fact that some of the respondents would not benefit from being on TripAdvisor.

14. Is your business on snapchat?

A very large portion, about 87% of the respondents are not on snapchat

15. Is your business on Neighbourly?

All the businesses interviewed do not deal with Neighbourly

16. Our trading name is "Get Noticed". Do you have any thoughts about this name?

As far as our company name is concerned, 60% thought it was a good name. The rest, split in half, were either non-comital or did not like it.

Limitations of the Questionnaire

- The questionnaire covered a wide demographic and some of the questions were not relevant to all the respondents.
- The only means of collecting the data was through warm calling and we could not collect data from a wider audience due to time and cost limitations.
- The interviewed SMEs were in different sectors. The results, however, showed similar traits in most instances.