

## GLOBAL STATE OF SMALL BUSINESS REPORT

# How small businesses in Indonesia have been impacted

The Future of Business Survey is an ongoing collaboration between Facebook, the World Bank, and the OECD to survey SMBs on Facebook globally biannually. Over the next six months, SMBs in more than 50 countries and regions will be surveyed monthly regarding business operations in the context of COVID-19 to capture the impacts of the pandemic on the financials and challenges of SMBs, as well as adjustments being implemented in response to the crisis. The objective of this research is to amplify the voice of SMBs and assess how their situations are changing.



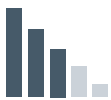
**85%**

of female-led SMBs on Facebook (vs. **81%** of male-led SMBs) are operational or engaging in any revenue-generating activities



**15%**

of operational SMBs on Facebook expect cash flow to be a **challenge** in the next few months



**53%**

of operational SMBs on Facebook report that their sales this year are **lower** than last year



**56%**

of operational SMBs on Facebook report **25% or more** of their sales were made digitally in the past month



**50%**

of operational SMBs on Facebook have **reduced** the number of employees/workers as a result of the COVID-19 pandemic



**67%**

of operational SMBs on Facebook feel **optimistic** about the future of their business

The first 2020 wave of the Future of Business survey among owners and employees was conducted on the Facebook platform between May 28-31, 2020 with at least 262 respondents in Indonesia. In order to qualify for the sample, respondents were required to be an administrator of an active Facebook business page. Statistics are reported for those who owned or managed an SMB. Respondents were asked their opinions and experiences regarding the impacts of COVID on business operations. Respondents were invited to the survey and took it within the Facebook app, with participation completely optional and non-compensated. For more details on the methodology and sampling, visit: [dataforgood.fb.com/global-state-of-smb](https://dataforgood.fb.com/global-state-of-smb)