

New Zealand Business Facts



SME's make up about **97%** of businesses in New Zealand
(Waikato Times, 2014)



New Zealand SME's account for just under **40%** of the country's output and **nearly one third of total employment**
(Hunter Powell Investments, 2011)



On average **50% of enterprises** with 10-19 employees are still operating after 10 years

(Beehive, 2014)

To maintain a profit:



(The Cost of Discounting, 2016)

The average **café and restaurant lasts 22 months**
(Hospitality Statistics, 2011)



The average business: **Loses 50%** of their customers every **5 years**
(Harvard Business Review, in Hitech Solutions Ltd, 2013)

How Bartercard Works



Grow your sales by **10% or more** within the **first 12 months** of becoming a Bartercard member
(Dot Loves Data, 2011)



Get new customers on top of your existing customers **by reaching over 12,000** Bartercard cardholders nationwide

Daily deal websites charge about **15-20% in fees of the sale price** and stipulate that the offer you present *must be at least 50% off the original sale price*
(Data Support, 2011)



With **Bartercard** there is no need to discount excess capacity. Bartercard charge on average **7.5%** in fees of the transaction.



MARAC interest rates range from **12.95% p.a. to 19.95% p.a.**
(MARAC, 2016)



Bartercard offers an **interest-free line of credit**

The average **café and restaurant on Bartercard lasts 40 months almost twice as long** as the equivalent not on Bartercard
(Dot Loves Data, 2011)



70% of Bartercard Members have a trading partner with a relationship **longer than 4 years**
(BCNZ, 2011)

GROW YOUR SALES BY 10% CONTACT US NOW →