



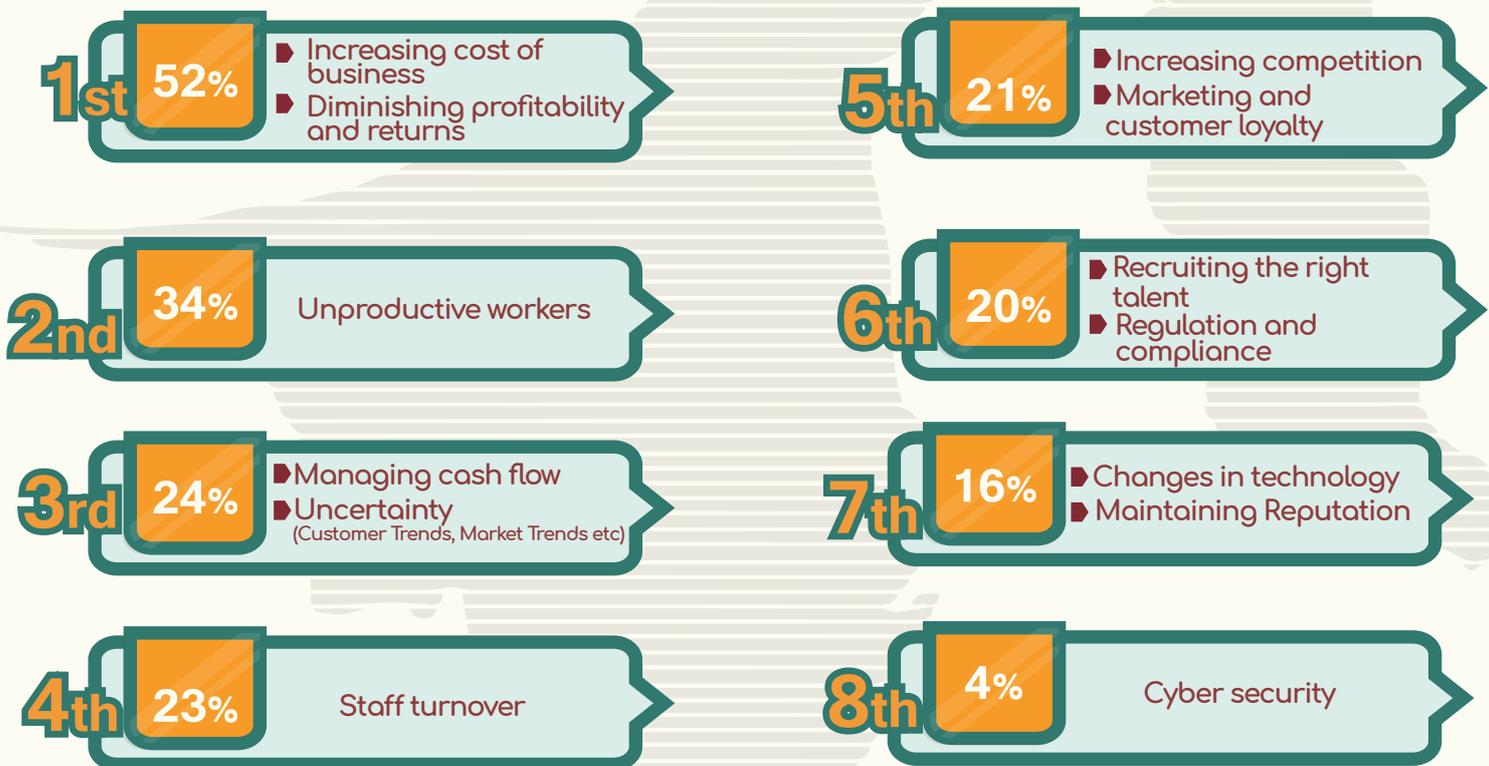
FACTS & FINDINGS:

ARE COMPANY UTILISING NEW TECHNOLOGIES AND AUTOMATION?



Brunei is striving towards a digital economy with its transformation plan in place. But are companies in Brunei utilising new technologies and automation? More than (63%) responded that they are ready for the digital economy and are already using technology in their business strategies while (37%) are not embracing the new technologies.

8 BIGGEST CHALLENGES BUSINESSES FACE TODAY



FINDINGS & ANALYSIS:

Brunei businesses, large or small, face a range of challenges especially in these rapidly changing times where the survivability of a company depends very much on how challenges are tackled head-on. 52% of Bruneian companies surveyed agreed that the biggest challenge faced today is the increasing cost of business accompanied with diminishing profitability and returns. Bruneian companies are also faced with Recruitment Challenges such as Unproductive workers (34%), Staff turnover (23%) and Recruiting the right talent (20%). These challenges are closely knitted and can impact company revenue. Take for instance, when employees are demotivated, businesses are losing money due to distracted unproductive employees and as the employee resigns, company incurs cost to curb with recruiting the right talent, and staff turnover. With more competition to seize market shares, 21% of Bruneian companies felt the increasing competition and are pressured to keep up with marketing trends and customer loyalty; and 24% to 16% felt compelled to maintain cash flow/reputation. Only 4% of Bruneian companies surveyed faced challenges in cyber security. That said, it can be seen that more Bruneian companies will gear towards automation to curb with labour costs.