



SAMOA CHAMBER
OF COMMERCE & INDUSTRY INC.
POWERING BUSINESS GROWTH

2025-2026 BUSINESS CONFIDENCE SURVEY REPORT

Insights on Business Performance,
Challenges and Opportunities in Samoa



INFORMATION DECISIONS.
DRIVING GROWTH.



STRONGER BUSINESSES.
STRONGER SAMOA.



BUILDING A RESILIENT AND
SUSTAINABLE ECONOMY.



Executive Summary

The Samoa Chamber of Commerce and Industry, Samoa's National Private Sector Organisation, is pleased to present the 2025-2026 Business Confidence Survey Report.

The Business Confidence Survey (BCS) was conducted from February to April 2026 and received 307 responses from businesses across Samoa. The survey captures business owners' confidence in the outlook for their businesses over the next financial year and assesses whether the current business environment is supporting growth, investment and employment.

This report supports the Chamber's analysis of current business conditions by combining survey findings with recent economic data from Samoa and the wider Pacific region. The aim is to provide practical, evidence-based recommendations for Government and private sector stakeholders to strengthen business growth, investment, trade and employment in Samoa.

Highlights from the Business Confidence Survey Report include:

- A significant majority of respondents reported improved profitability over the past 12 months, with 50% indicating a slight increase and 10% indicating a major increase. This is consistent with Samoa's continued post-pandemic recovery, with recent official and regional data showing positive GDP growth, supported by tourism, remittances, public investment and household spending.
- A majority of respondents (53%) anticipate a slight increase in profits over the next 12 months, while a combined 17% anticipate a decrease. This indicates cautious optimism, particularly as the Central Bank of Samoa has forecast real GDP growth of 3.2% for FY2025/26 and the Asian Development Bank projects continued growth of around 3.2% in 2026.
- Businesses remain optimistic that general business conditions will improve, with 50% of respondents anticipating a slight improvement and 6% anticipating a major improvement. However, 25% expect conditions to worsen, reflecting ongoing pressure from operating costs, utility costs, shipping costs, labour shortages and competition.
- The top three constraints to business growth were lack of skilled labour, Government taxes and charges, and low demand for goods and services. These findings align with broader Pacific concerns around skills shortages, youth employment, high energy and shipping costs, and the need for stronger private-sector-led job creation.
- 22% of respondents identified tariffs, duty and excise as significant hurdles to exporting goods or services. This suggests that border charges, compliance costs and trade-related taxation continue to affect exporter competitiveness, particularly for small island businesses already facing high logistics and shipping costs.
- The three most prominent recommendations for the Government Budget were support for MSMEs and entrepreneurship, education and workforce development, and infrastructure development. These priorities are consistent with the survey's main constraints and with recent regional advice to prioritise skills, productivity, infrastructure and private sector competitiveness.

For more information or questions, please contact your Chamber Secretariat.

Kind Regards,



John Lemoa

Chief Executive Officer

Samoa Chamber of Commerce and Industry.

Table of Contents

Executive Summary	0
Section 1: Business Characteristics	3
1.1 Industry Breakdown	3
1.2 Employment Size	3
1.3 Staff Distribution by Youth & Gender	3
1.4 Employment by Industry	4
1.5 Employment by Gender.....	5
1.6 Past/Current Business Performance.....	6
1.7 Forecast: Business Performance for next 12 months	7
Section 2: International Trade	8
2.1 Current Exporters	8
2.2 Types of Exports	8
2.3 Trade Issues	8
Section 3: Business Conditions and Major Constraints	11
3.1 General Business Conditions	11
3.2 Own Business Situation	12
3.3 Constraints to Business Growth	12
Section 4: Recommendations to Government and Chamber	14
4.1 Government Spending.....	14
4.2 Recommendations for 2026-2027 Government Budget	14
4.3 Chamber Services	15
4.4 Recommendations to Chamber.....	16
Annex 1: Survey Methodology	17
Annex 2: Survey Template	18

Section 1: Business Characteristics

1.1 Industry Breakdown

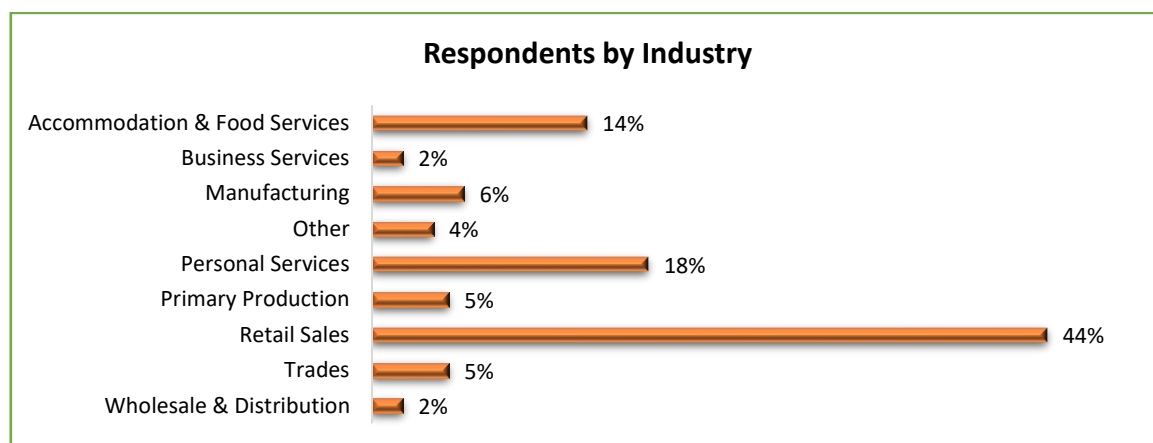


Fig 1.1

The 307 businesses that responded were asked to select the industry that best described their core business activity. The largest contributor by sector was Retail Sales (44%), followed by Personal Services (18%) and Accommodation & Food Services (14%). Manufacturing accounted for 6% of total responses, while Primary Production and Trades each accounted for 5%.

For classification purposes, respondents selected the industry that best represented the main source of business income.

1.2 Employment Size

Staff numbers reported by respondents indicate that a significant majority (42%) were micro businesses with fewer than five employees.

Small businesses represented 30% of respondents, making them the second-largest group. Medium enterprises accounted for 19% and large businesses accounted for 9%. The results confirm that Samoa's business base remains heavily MSME-driven, making targeted MSME support central to private sector growth.

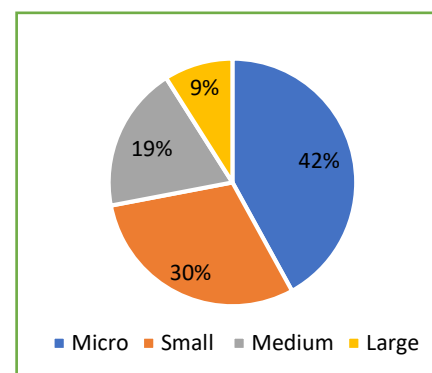


Fig 1.2

1.3 Staff Distribution by Youth & Gender

Across the 307 businesses surveyed, a total of 4,573 employees were recorded from the data collected. Youth employees make up a larger proportion of the workforce compared to adults, with 2,375 youth employees and 2,198 adult employees.

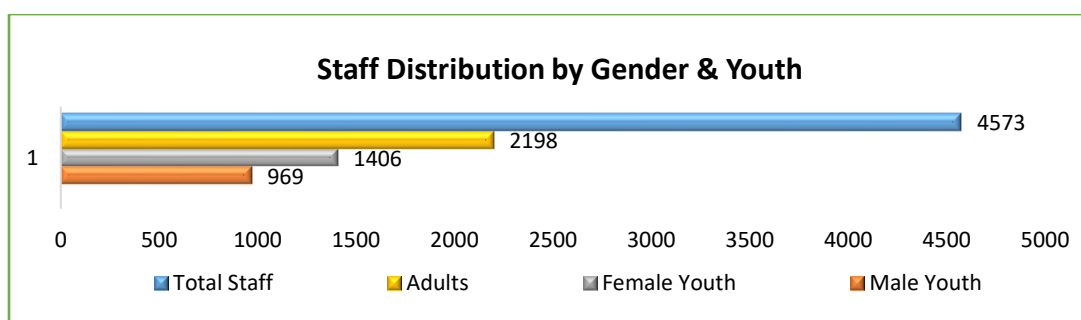


Fig 1.3

The data shows that businesses rely slightly more on youth workers, with youth employees (2,375) making up a larger share of the workforce than adults (2,198). This highlights the importance of youth employment pathways, work readiness, vocational training and retention strategies for Samoa's private sector.

Within the youth group, female employees (1,406) outnumber male employees (969), indicating strong participation of young women in the workforce. Overall, the workforce appears youth-driven, with notable female representation amongst younger employees.

1.4 Employment by Industry

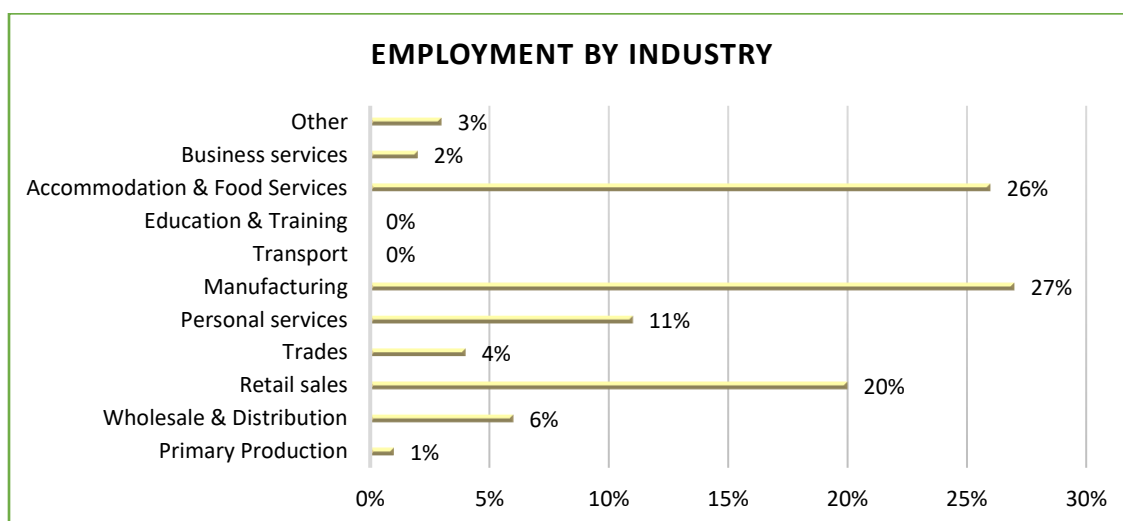


Fig 1.4

The data indicates that employment is concentrated in a few key sectors. Manufacturing accounts for the largest share of employment (27%), followed closely by Accommodation & Food Services (26%). These sectors are important anchors for jobs and should be considered when designing skills, energy, infrastructure and export-support policies.

Retail Sales (20%) and Personal Services (11%) are also significant employers. These sectors are highly exposed to household purchasing power, tourism activity, rent, utilities and imported input costs, which helps explain why respondents remain sensitive to demand and cost pressures.

Employment Size by Industry					
Industry	Micro <5 employees	Small 5-9 employees	Medium 10-25 employees	Large >25 employees	TOTAL
Primary Production	32	8	26	0	66
Wholesale & Distribution	0	21	34	233	288
Retail sales	187	210	193	324	914
Trades	3	48	83	57	248
Personal services	77	124	203	110	514
Manufacturing	5	35	97	1039	1176
Transport	0	0	0	0	0
Education & Training	0	0	0	0	0

Accommodation & Food Services	53	77	72	987	1189
Business services	0	13	30	33	76
Other	5	25	129	0	159
TOTAL	362	561	867	2783	

Fig 1.5

1.5 Employment by Gender

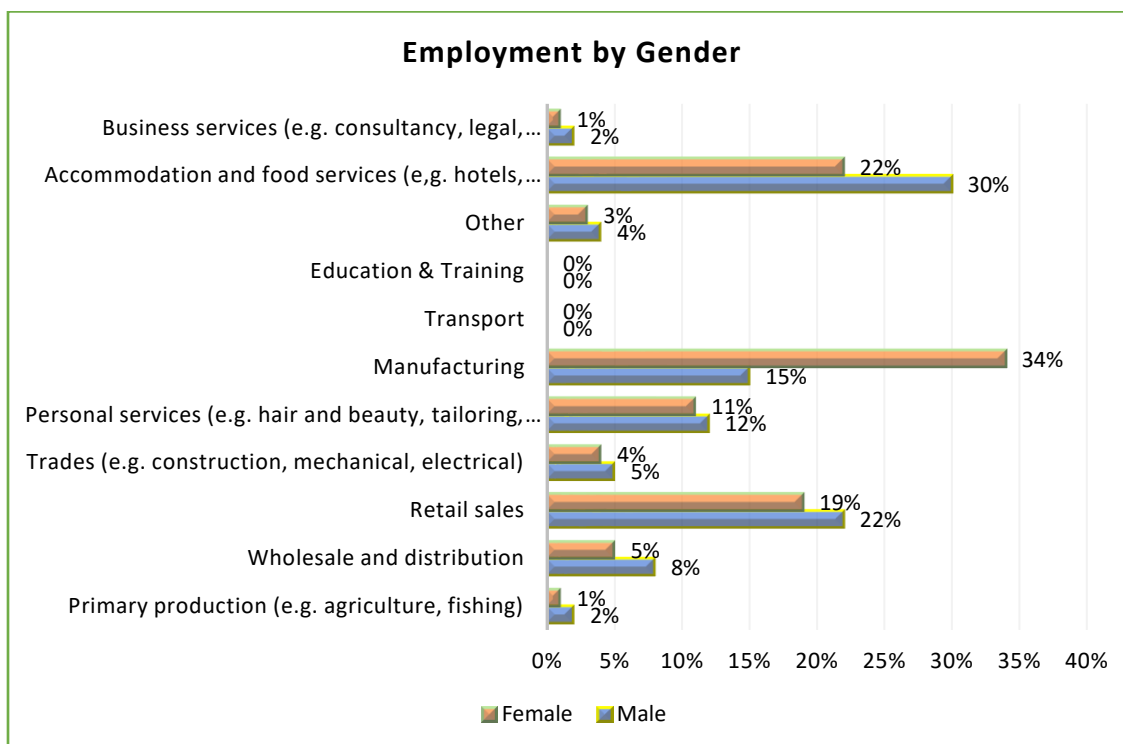


Fig 1.6

Employment patterns show clear gender differences in sector concentration. Female employment is heavily concentrated in manufacturing, which accounts for 34% of female employment, while male employment is more evenly spread across service-oriented industries, led by accommodation and food services (30%) and retail sales (22%).

The data shows that women are prominent in manufacturing, while men are more concentrated in service-based sectors such as accommodation and food services, retail, and wholesale distribution. This has implications for targeted training, workplace retention, labour mobility planning and support for women-led employment outcomes.

1.6 Past/Current Business Performance

Profit, Staff Numbers and Investment

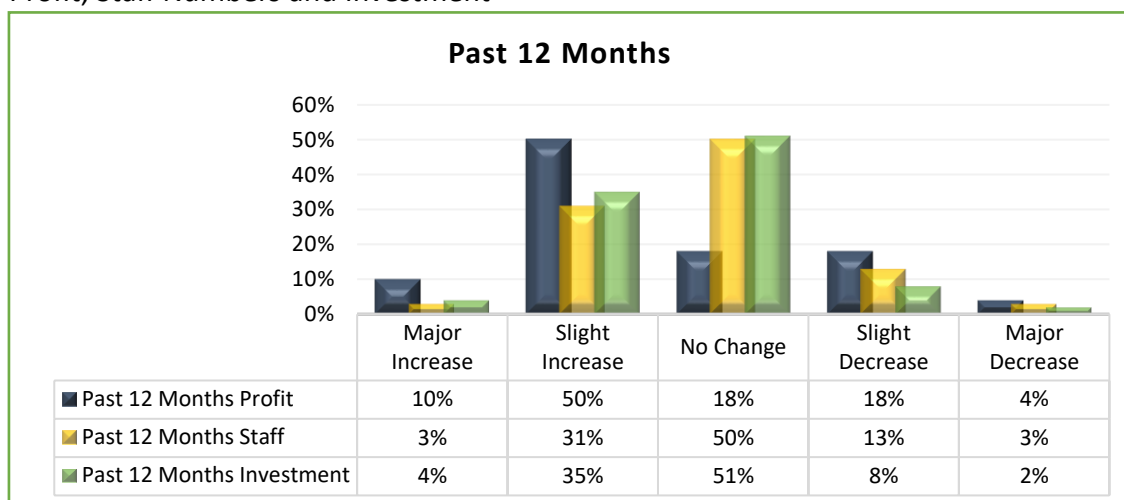


Fig 1.7

Business respondents were asked to rate their performance over the last twelve (12) months across three categories: profit, staff numbers and investment. The responses show a private sector that is recovering but still cautious. This pattern is consistent with Samoa's broader economic context, where recent growth has been positive but businesses continue to face cost and labour constraints.

PROFIT

A significant majority of businesses reported moderate growth in profit, with half (50%) reporting a 'Slight increase'. Only 10% saw a 'Major increase', 18% reported 'No change' and another 18% experienced a slight decrease.

Based on the data provided, profitability is improving, the growth is largely incremental rather than significant, indicating a steady but cautious recovery.

STAFF

Employment levels remained largely unchanged, with 50% of businesses reporting 'No change' in staff numbers.

A smaller portion (31%) increased staffing slightly, while very few made major adjustments.

This indicates that respondents are maintaining operational stability.

INVESTMENT

In the last 12 months, 51% of respondents reported no change in Investments. 35% reportedly made slight increases and only a small percentage reduced investment.

The data indicates that although some businesses are reinvesting, most are holding back on major financial commitments, likely due to ongoing uncertainty.

1.7 Forecast: Business Performance for next 12 months

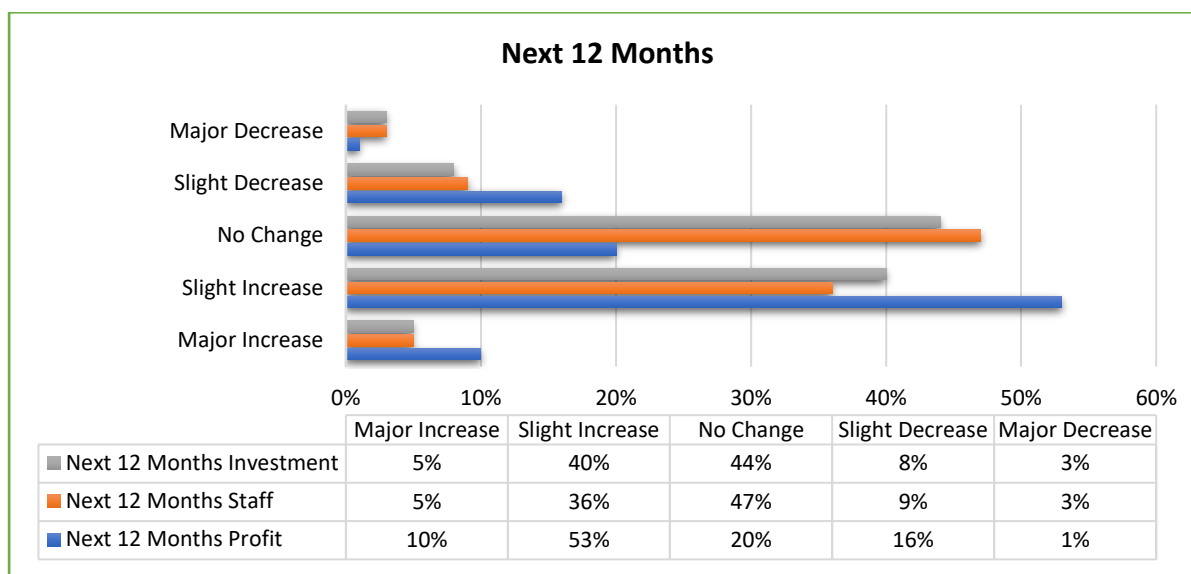


Fig 1.8

Businesses were also asked to rate their anticipated performance for the next 12 months relative to the previous 12 months across profit, staff numbers and investment. Expectations are generally positive, but the results point to measured rather than aggressive expansion, reflecting the balance between improving demand conditions and continued uncertainty around costs, labour and access to finance.

PROFIT

While 8% reported a decrease in profits in the next 12 months, a significant majority of respondents (53%) anticipate a slight increase in profits with 16% of businesses projecting a major increase. 20% of businesses are not expecting any change in profits.

These results indicate a positive level of confidence among businesses that profitability will both increase and remain consistent over the next 12 months

STAFF

The data shows that 36% of respondents will have a slight increase in staff numbers for the next 12 months.

47% of respondents have indicated 'no change' in terms of staffing whilst a combined total of 12% of respondents are looking to decrease staff numbers.

The results indicate that employment is on a positive trajectory for the next 12 months.

INVESTMENT

A solid number of respondents (40%) intend to increase or reinvest in their businesses. This comes as data shows 44% reported having no change in investment.

A combined total of 11% of respondents have indicated decreasing reinvestment into their businesses in the next year.

Overall, there is a positive anticipation in terms of business improvement in the upcoming months.

Section 2: International Trade

2.1 Current Exporters

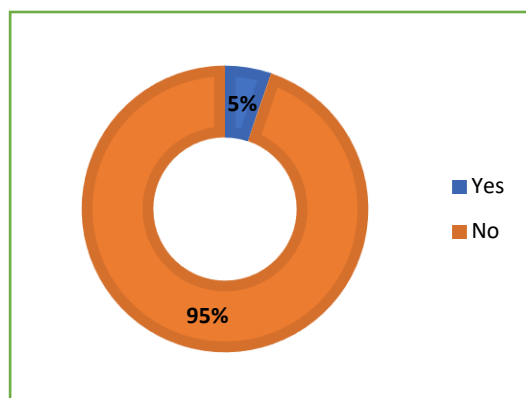


Fig 2.1

Businesses were asked whether they are involved in trading goods or services internationally. For the purpose of this survey, respondents were asked not to include transactions relating to tourism or hospitality.

Only 5% of respondents reported that they are currently exporting goods or services. Retail Sales accounted for 37.5% of exporters, while the remaining exporter responses were spread evenly across five other sectors at 12.5% each. This indicates that Samoa's export base among respondents remains narrow and would benefit from targeted export-readiness support.

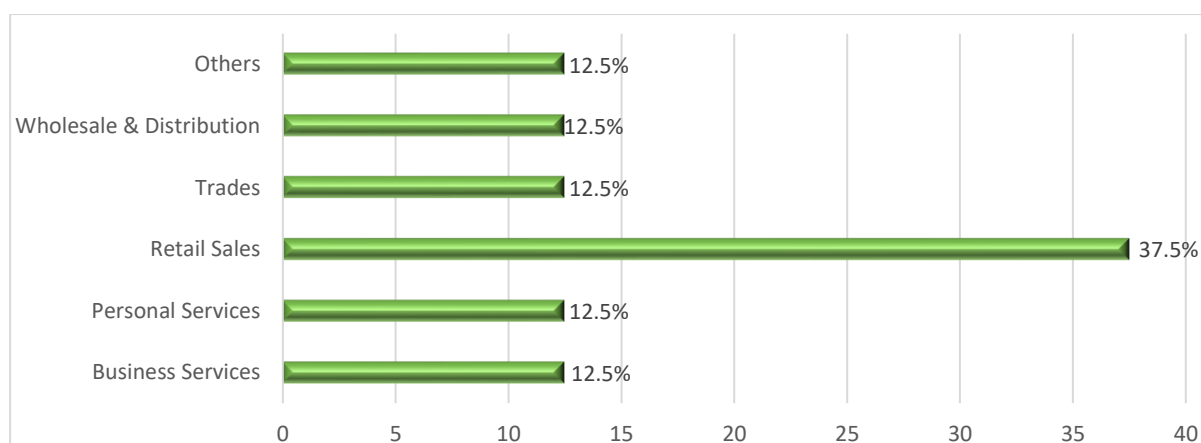


Fig 2.2

2.2 Types of Exports

The main exports reported by respondents were Apparel & Clothing at 38%, Services and Handicrafts both at 19% Handicrafts, and Food & Agriculture Products (12%).

At the lower end of the rating, Skincare comes in with the lowest number of responses collected with only 6% of the total data collected.

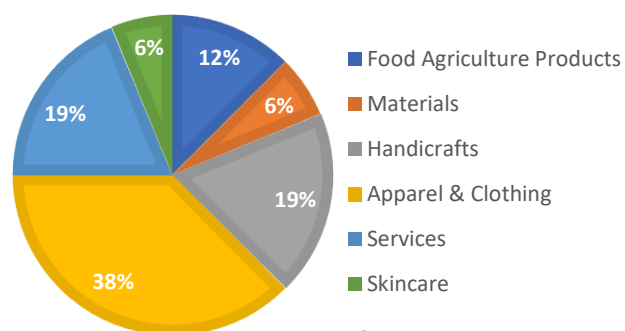
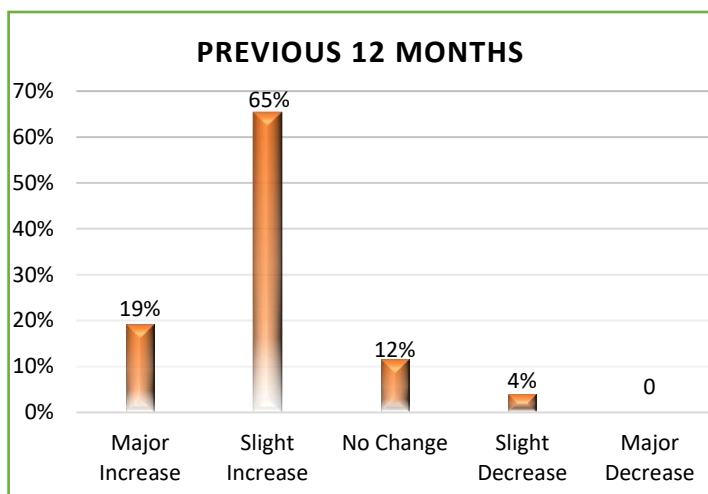


Fig 2.3

2.3 Trade Issues



Over the last 12 months, a significant majority of exporting respondents (84%) reported an increase in exports: 65% noted a slight increase and 19% noted a major increase.

In contrast, 4% of exporters reported a slight decrease, while 12% reported no change. Although the number of exporters is small, the results suggest opportunities for further export growth if trade costs, market information and compliance support are addressed.

Fig 2.4

When asked to identify the key issues affecting their capacity to export goods or services, respondents reported that tariffs, duty and excise (22%) were the most significant hurdle. High border-related costs can increase operating costs, reduce price competitiveness in overseas markets and discourage smaller firms from expanding into export activity.

This was followed by market accessibility and intelligence (21%). Businesses reported difficulty accessing reliable market information, identifying export opportunities and understanding consumer demand in foreign markets. This points to a need for better trade information systems, export promotion support, market research assistance and buyer linkages.

Supply chains and processing (16%) were the fourth-largest challenge, highlighting difficulties in sourcing inputs, maintaining production efficiency and meeting processing requirements. Logistics and shipping costs accounted for 13%, reflecting the ongoing impact of freight costs on island economies such as Samoa, where distance from markets and import dependence place pressure on exporters.

Key Challenges	
Government taxes & Regulations	18%
Supply chains & processing	16%
Tariffs (duty and excise)	22%
Logistics and shipping costs	13%
Access to finance for export activities	3%
Market accessibility and intelligence (information)	21%
Export compliance	5%
Other	2%

Fig 2.5

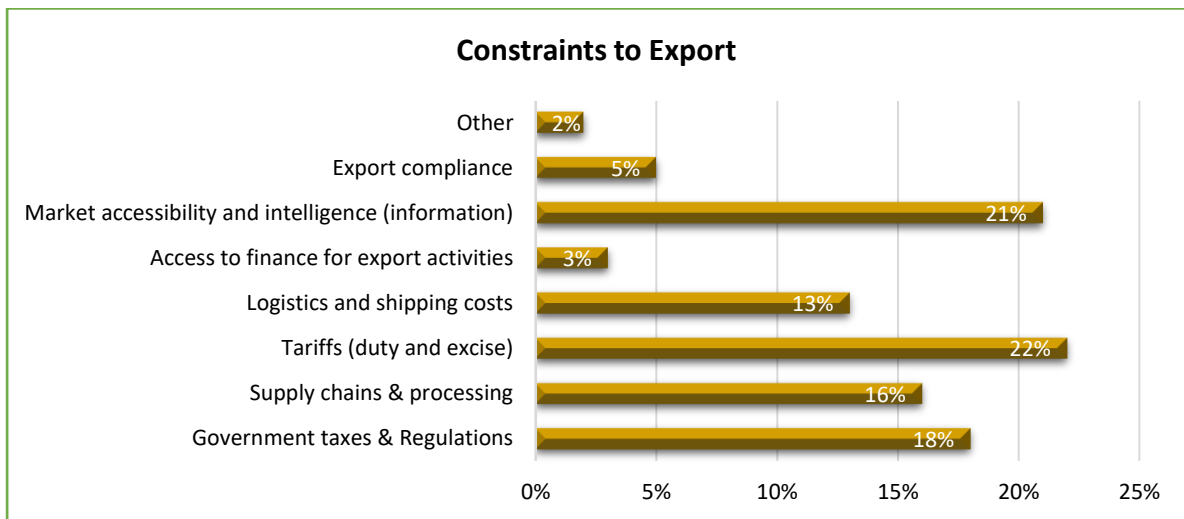


Fig 2.6

Section 3: Business Conditions and Major Constraints

3.1 General Business Conditions

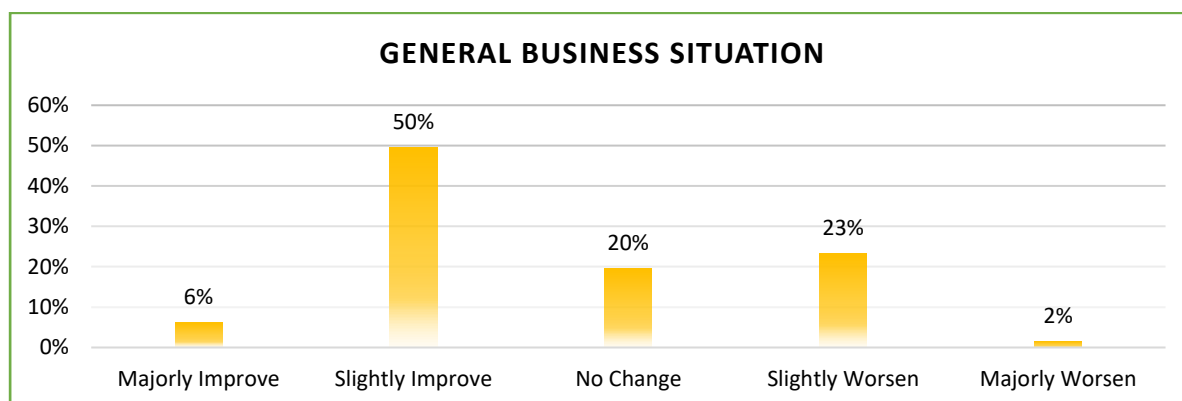


Fig 3.1

General business conditions refer to the overall economic and operating environment affecting business activity, including inflation, consumer demand, access to finance, Government regulation, market stability, energy costs, shipping costs and labour availability.

The data collected shows that businesses expect general business conditions to improve, with 50% anticipating a slight improvement and 6% anticipating a major improvement. A further 20% expect conditions to remain the same, while a combined 25% expect conditions to worsen. This mixed outlook reflects Samoa's positive macroeconomic recovery alongside ongoing pressures from costs, competition, infrastructure constraints and skills shortages.

After analysing the data collected, the three most common themes that consistently appeared were:

- I. Slow customer activity and low demand for goods and services
- II. Rising costs, including utilities, imported goods, freight and other operating inputs
- III. Increased competition from other businesses

Overall, these factors are creating financial pressure and uncertainty for many businesses going into 2026. Recent local data shows that inflation has eased compared with the highs of 2022-2023, with Samoa Bureau of Statistics reporting a year-on-year CPI decrease in April 2026 and average annual inflation of 1.0%. However, businesses continue to experience cost pressures through electricity, rent, freight, taxes and imported inputs, meaning lower headline inflation has not fully removed pressure at the firm level.

“A lot depends on Government being proactive with projects to stimulate the economy and for the Government to pay the private sector in a timely manner.”

“Due to inflation & increase of living expenses, business costs & etc; the general business situation in Samoa might slightly worsen.”

3.2 Own Business Situation

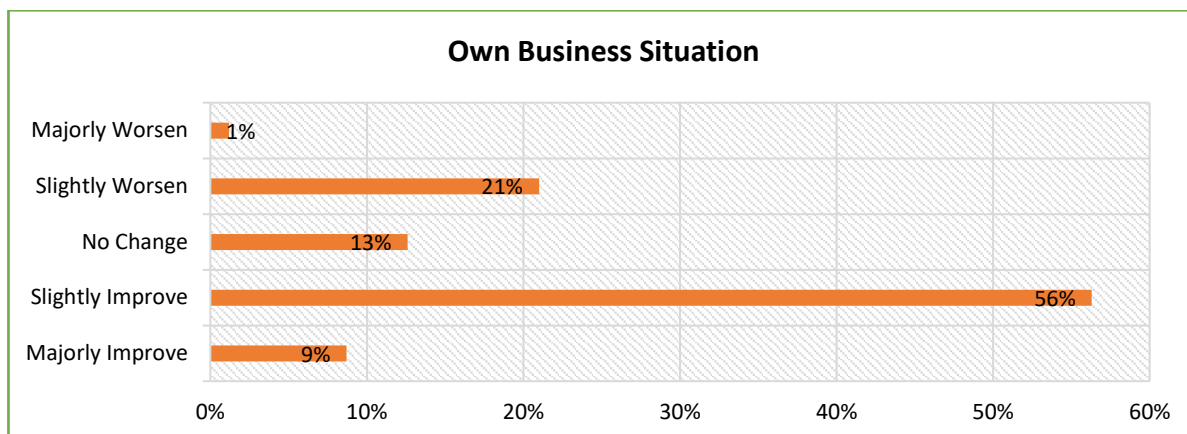


Fig 3.2

Over half of respondents (56%) expect their own business situation to slightly improve, making this the most common response category. This suggests that, despite ongoing economic pressures, many businesses anticipate gradual recovery and growth through improved sales, better customer demand, expansion efforts and business adjustments.

In addition, 9% of respondents believe their business will majorly improve, reflecting confidence among a smaller group of businesses that are investing in expansion, new partnerships, marketing strategies or diversification.

On the other hand, a notable proportion of businesses still expect challenging conditions ahead. Around 21% expect their situation to slightly worsen, while 1% anticipate that their business will majorly worsen. These responses reflect concerns raised in the open-ended comments around slow customer activity, rising operating costs, competition, skills shortages and economic uncertainty.

Meanwhile, 13% of respondents expect no change in their business situation, indicating expectations of stable but stagnant performance. Overall, optimism outweighs pessimism, but the findings show that confidence remains cautious and will depend on the strength of domestic demand, tourism activity, public investment, timely Government payments, labour availability and the cost of doing business.

3.3 Constraints to Business Growth

Businesses were asked to identify the top three significant constraints to their business growth and success. In addition, a comment section was included for businesses to provide detailed comments on their selected constraints.

- ❖ Access to finance
- ❖ Business costs
- ❖ Crime
- ❖ Government taxes and charges
- ❖ High staff turnover
- ❖ Lack of skilled labour
- ❖ Low demand for goods and services
- ❖ Public accessibility

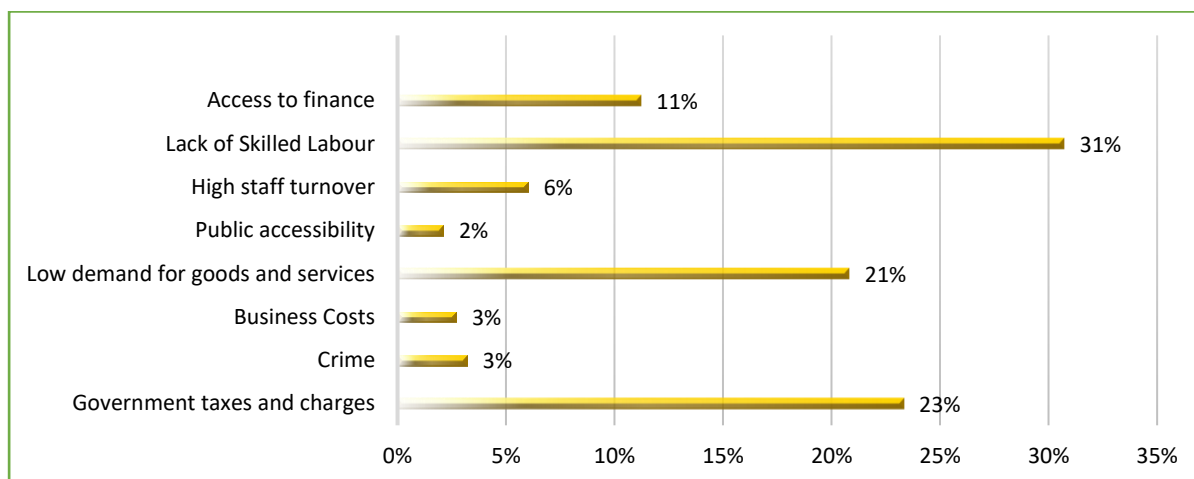


Fig 3.3

The top three significant constraints to business growth were lack of skilled labour, Government taxes and charges, and low demand for goods and services.

Businesses highlighted high utility costs, rent, cost of goods and services, shipping fees and taxes as key pressures on revenue and margins. Labour migration and seasonal employment schemes were also identified as contributing to the shortage of skilled workers and higher staff turnover, reducing operational capacity for businesses.

Respondents reported that low demand for goods and services over the past twelve months was driven by increased competition, cost-of-living pressures and weaker customer spending in some segments. While recent economic indicators point to continued recovery, business-level demand remains uneven, particularly for MSMEs exposed to household incomes and local market competition.

Section 4: Recommendations to Government and Chamber

4.1 Government Spending

Businesses were asked to rank the direct impact of Government spending to their business for the following areas by selecting; *Major Impact, Some Impact, Little or No Impact*.

- ❖ Health, Education, Sports and Culture
- ❖ Infrastructure
- ❖ Agricultural support
- ❖ Information and Communication Technology
- ❖ Private Sector Development Support
- ❖ Public Administration
- ❖ Community and Social Development
- ❖ Natural Resource Management and Environment

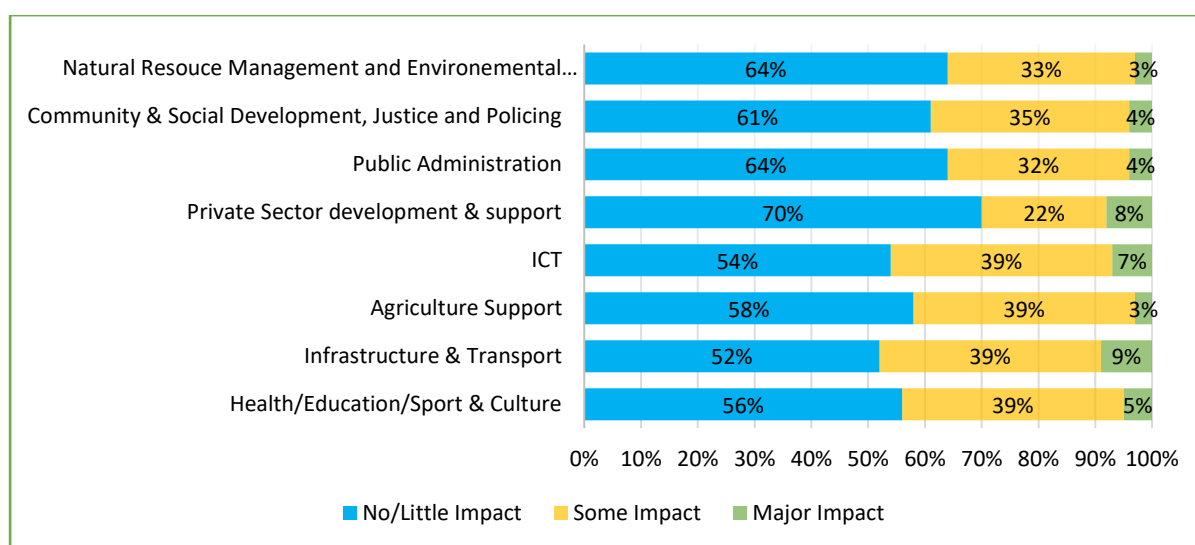


Fig 4.1

The majority of respondents ranked Private Sector Development Support (70%) as having little or no direct impact from Government spending on their business. Natural Resource Management and Environment, and Public Administration, followed at 64% each. This suggests a perceived gap between Government spending priorities and the direct needs of businesses, particularly MSMEs.

Community and Social Development, Justice and Policing recorded 61%, while Agriculture Support recorded 58%. These results do not mean these areas are unimportant; rather, they indicate that businesses may not be seeing clear, direct and measurable benefits from current expenditure in these areas. Stronger communication, targeting and delivery mechanisms could improve the private sector impact of public spending.

4.2 Recommendations for 2026-2027 Government Budget

Businesses were provided with a list of priority areas to pick from that SCCI needs to address/recommend for the 2026-2027 Government Budget. Priority areas include;

- ❖ Support for MSME's and Entrepreneurship
- ❖ Digital Transformation & Innovation
- ❖ Climate resilience and sustainability initiatives
- ❖ Infrastructure development
- ❖ Education and Workforce development

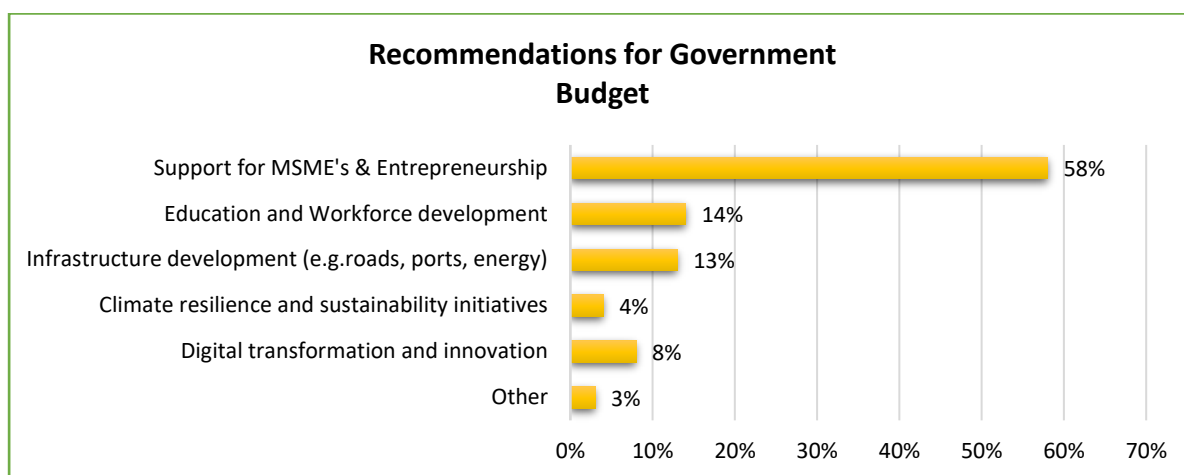


Fig 4.2

The majority of respondents identified support for MSMEs and entrepreneurship (58%) as the number one recommendation for the next Government Budget. This reflects the structure of Samoa's business community and highlights the need for better access to finance, business advisory services, tax and compliance simplification, market access support and targeted measures to reduce business costs.

Education and workforce development ranked second at 14%. This aligns directly with the survey's top constraint of skilled labour shortages and supports the need for greater investment in technical and vocational education, work readiness, apprenticeships, digital skills and employer-led training pathways, particularly for youth and women.

Infrastructure development received 13% of responses, digital transformation and innovation accounted for 8%, and climate resilience and sustainability initiatives received 4%. Although lower in percentage, these areas remain important for long-term resilience, particularly energy security, roads, ports, digital connectivity, disaster preparedness and renewable energy transition.

4.3 Chamber Services

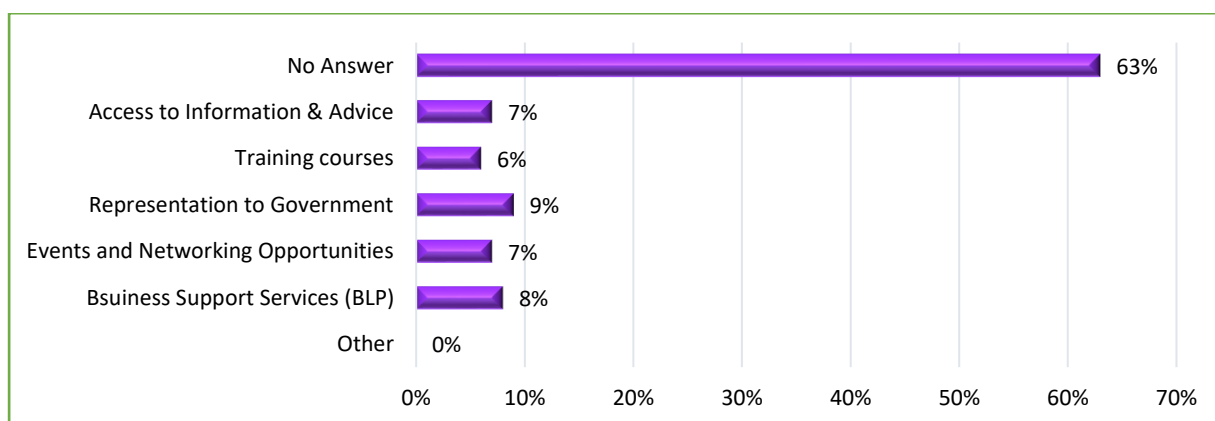


Fig 4.3

Businesses were asked to select the benefits of the Samoa Chamber of Commerce in order to assess how the value of the Chamber is perceived in the business community. Many respondents selected more than one option; however, 63% of total respondents did not answer the question.

It is also important to note that only 15% of respondents were Chamber members, while 85% were non-members. This presents a significant opportunity for the Chamber to strengthen awareness, outreach and service delivery, particularly to MSMEs outside the current membership base.

4.4 Recommendations to Chamber

Businesses were asked what the Chamber could do to help them in the coming year. The three most prominent responses were:

- Chamber to lobby for more financial support and funding opportunities
- Improve Chamber's advocacy work and engagement with the Government
- Concern on the increasing number of foreign-owned businesses

According to the survey responses, respondents urged the Chamber to actively represent private sector interests by engaging with Government and relevant stakeholders to secure more financial support and improve access to funding.

Respondents also urged the Chamber to strengthen its advocacy role. There is a need for consistent engagement and a stronger presence in national policy discussions so that private sector concerns are considered in a timely and practical manner. Rather than one-off consultations, continuous exchange will help ensure that policy decisions reflect business realities.

Concerns were also raised regarding the increasing number of foreign-owned businesses, including Chinese-owned businesses, with respondents noting that this has contributed to heightened competition within the local market. The issue should be framed constructively around fair competition, compliance, local enterprise development and support for Samoan-owned businesses to remain competitive.

Overall, the survey findings indicate that businesses are seeking stronger institutional support and representation to address ongoing economic and market challenges. Respondents emphasized the importance of increased financial support, stronger advocacy and more effective engagement between the Chamber, Government and the private sector.

The responses highlight the growing expectation for the Chamber to take a more proactive role in advocating for policies, funding opportunities and business conditions that support long-term private sector growth and resilience. Priority areas include MSME finance, workforce development, infrastructure, energy reliability, fair competition, export readiness and clearer pathways for businesses to access Government support.

Annex 1: Survey Methodology

1. Survey Purpose

The survey was conducted by the SCCI to assess the current state of business confidence in Samoa. The survey aimed to gather information on business performance, operational challenges, staffing trends, investment activities, and future business expectations. The findings are intended to provide insight into private sector sentiment and support evidence-based advocacy and policy discussions.

2. Target Respondents

The survey targeted registered businesses operating in Samoa across a range of sectors, including retail, wholesale, tourism, manufacturing, professional services, construction, transport, agriculture, and other industries. Businesses of different sizes, including micro, small, medium, and large enterprises, were encouraged to participate.

3. Survey Distribution

The survey was distributed and shared via email circulation, Chamber communication channels, and social media platforms. To improve participation and reach businesses that may have limited online access, the Samoa Chamber of Commerce and Industry also engaged two (2) enumerators to conduct field visits and administer the survey directly to businesses. Follow-up reminders and in-person engagement were carried out to encourage broader participation across different business sectors.

4. Data Collection Period

The Business Confidence Survey (BCS) was conducted in the period of February-April 2026 with a total of 307 responses. Responses submitted within the survey timeframe were included in the analysis.

5. Data Analysis

Survey responses were compiled and analyzed. Quantitative responses were summarized using percentages, totals, and comparative trend analysis, while qualitative comments were reviewed to identify common themes and concerns raised by businesses. Graphs and charts were used where appropriate to visually present key findings.

6. Limitations

The survey findings are based on voluntary responses received during the survey period and may not fully represent the views of all businesses operating in Samoa. Some sectors may have had higher participation rates than others, which may influence overall results.

7. Use of Findings

Economic data referenced in the analysis draws on recent publicly available sources, including the Central Bank of Samoa Monetary Policy Statement for FY2025/26, Samoa Bureau of Statistics CPI and national accounts updates, the Asian Development Bank Asian Development Outlook 2026, and recent Pacific regional economic analysis. These sources were used to provide context to the survey findings and do not replace the primary survey results.

The survey findings will be used by the Samoa Chamber of Commerce and Industry to support advocacy initiatives, stakeholder engagement, policy dialogue, and programs aimed at strengthening the business environment in Samoa. The results may also serve as a reference point for monitoring business confidence trends over time.

Annex 2: Survey Template



BUSINESS CONFIDENCE SURVEY 2025-2026

Your contribution to this survey would greatly assist your Chamber of Commerce in making submissions on Government policy and advocating for Private Sector Development support.

Please note your responses are voluntary and will remain confidential.

Your time and input is greatly appreciated.

Part A: About your business

Business:

Location:

Phone:

Email:

1. Which category best describes your core business activity?

(Please select the industry that represents your main source of business income)

- | | |
|---|---|
| <input type="checkbox"/> Primary production (e.g. agriculture, fishing) | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Wholesale and distribution | <input type="checkbox"/> Transport (e.g. shipping, logistics) |
| <input type="checkbox"/> Retail sales | <input type="checkbox"/> Education and training |
| <input type="checkbox"/> Trades (e.g. construction, mechanical, electrical) | <input type="checkbox"/> Accommodation and Food Services (eg. hotels, bars, restaurants, cafes) |
| <input type="checkbox"/> Personal services (most clients are individuals, e.g. hair and beauty, tailoring, mobile phones, car rental, tour operators) | <input type="checkbox"/> Business services (e.g. most clients are businesses, e.g. consultancy, legal, accountancy) |

Other:

Please specify your business activity:

2. How many employees does your business have? (If sole trader please indicate your gender)

Male

Female

3. How many employees are Youth? (ages 15-35 yrs)

Male

Female

4. Are you liable for business taxable income? (Yes/No)

5. If Yes, how much is your Annual Turnover? (SAT\$)

- < 25,000
- 25,001 - 200,000
- 200,001 - 600,000
- 600,001 - 1million
- > 1million

6. In the last 12 months, did your business experience a change in profit, staff numbers and investment (compared to the previous 12 months)?

	Major Increase	Slight Increase	No Change	Slight Decrease	Major Decrease
Profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff Numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Over the next 12 months, do you expect your business to experience a change in profit, staff numbers and investment (compared to the last 12 months)?

	Major Increase	Slight Increase	No Change	Slight Decrease	Major Decrease
Profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff Numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part B: International Trade

If you do not export goods or services, please tick this box and skip to Part C of the survey:

Note: For the purpose of this survey, "exports" does NOT include in-country tourism services to visitors from overseas. We are looking for information on businesses that conduct trade outside of Samoa.

1. Does your business export goods or services?

Yes No (Go to Part C)

2. In the last 12 months, did you experience a change in exports?

Major Increase	Slight Increase	No Change	Slight Decrease	Major Decrease
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please describe the product(s) or service(s) that you currently export?

4. What key challenge(s) in export do you face?

- | | |
|--|--|
| <input type="checkbox"/> Supply chains and processing | <input type="checkbox"/> Tariffs (duty and excise) |
| <input type="checkbox"/> Government Regulations | <input type="checkbox"/> Market accessibility and intelligence (information) |
| <input type="checkbox"/> Logistics and shipping costs | <input type="checkbox"/> Export compliance (standards and certification) |
| <input type="checkbox"/> Access to finance for export activities | <input type="checkbox"/> Other _____ |

5. Please elaborate further on your response(s) above.

6. How important would the following be for improving your export experience?

- | | |
|--|---|
| <input type="checkbox"/> Market intelligence reports | <input type="checkbox"/> Training on compliance and standards |
| <input type="checkbox"/> Trade missions and expos | <input type="checkbox"/> Digital tools for connecting with buyers |
| <input type="checkbox"/> Export financing support | <input type="checkbox"/> Other _____ |

Part C: Business Conditions

1. How do you expect the **GENERAL business situation** in Samoa will change in 2026 compared to 2025?

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Majorly Improve | Slightly Improve | No Change | Slightly Worsen | Majorly Worsen |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please elaborate on your response above.

2. How do you expect that **YOUR OWN business situation** will change in 2026 compared to 2025?

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Majorly Improve | Slightly Improve | No Change | Slightly Worsen | Majorly Worsen |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please elaborate on your response above.

3. What are the most significant constraints to your business growth? (Select at least 3)

- | | |
|--|--|
| <input type="checkbox"/> Government taxes and charges | <input type="checkbox"/> Infrastructure (e.g. roads and ports) |
| <input type="checkbox"/> Lack of skilled labor | <input type="checkbox"/> Business costs (e.g. electricity, fuel, water, ICT) |
| <input type="checkbox"/> Low demand for goods/services | <input type="checkbox"/> Access to finance/high interest rates |
| <input type="checkbox"/> Crime (including theft) | <input type="checkbox"/> High staff turnover |
| <input type="checkbox"/> Other: _____ | |

3b. Please elaborate on these constraints:

Part D: Government Budget and Chamber Services

1. What level of impact does Government spending in these areas have on your business?

	No/little effect	Some impact	Major impact
Health, education, sport and culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure (e.g. roads and ports)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agriculture support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information and communications technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private sector development and support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community & social development, justice and policing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural resource management and environmental protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Which areas would you like the SCCI to address in the Government Budget 2026/27?

- Support for MSMEs and entrepreneurship Infrastructure development (e.g. roads, ports, energy)
 Digital transformation and innovation Education and workforce development
 Climate resilience and sustainability initiatives Other (please specify) _____

3. Are you a member of the Samoa Chamber of Commerce and Industry?

- Yes No (Go to Q5)

4. What do you see as the biggest benefit of SCCI membership? (Select all that applies)

- Events and networking opportunities Access to information and advice
 Representation to Government Training courses
 Business support services (BLP) Other: _____

5. Any further comments

We thank you for your time spent taking this survey!
