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Consider These 2023 Small Business Trends

By SBA Press Office

With 2023 just around the corner, you need solutions that account for the latest industry insights. The SBA can help you find them.

It's difficult to understate all the changes the business landscape has seen in the past few years, and yet entrepreneurs have responded with incredible adaptability. Perhaps that is one of the biggest reasons small business owners are optimistic about the future. In fact, sixty-six percent expect revenue increases and more than half plan to expand their business in 2023.

Plenty of challenges and opportunities lie ahead, both in day-to-day operations and in the long term. It's impossible to predict exactly what will happen next year. However, having well-informed expectations can help you stay ahead of the curve. Here are the trends the SBA is monitoring as we head into 2023.

E-commerce and social commerce will continue to boom. There's no denying e-commerce's place in the market. More than half of global internet users buy something online every week. It doesn't look like those numbers will be going down anytime soon. Experts forecast that the global e-commerce industry will grow to \$8.1 trillion by 2026. Social media has also emerged as a serious player. With customers now buying directly on platforms such as Facebook and Pinterest, it could be time to adjust your sales model accordingly.

But that doesn't mean you should forget about brick and mortar. Our way of life may be increasingly digital, but the statistics don't lie: sixty-one percent of customers still want to try products in person before buying. It's all the more reason to think about your strategy from an omnichannel perspective. If you have a website, consider installing chatbot technology or optimizing for voice search. In-store, you can cater to customer expectations with services like self-checkout. After all, more than half of surveyed retail shoppers in North America have used it.

Safety is important to your customers. Data collection is a real customer concern. Shoppers want to know that their information is secure, especially as online transactions become commonplace. You can



protect your customers and build brand trust by doing the right things: using reputable payment providers, investing in fraud prevention tools, and installing a Secure Sockets Layer (SSL) certificate on your website—to name a few.

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Hudson Yards: Gateway – Phase II Design Row Preservation Project Gateway Development Commission Contract Bid Date: January 10, 2023

Description of project:

The project consists of the construction of cut-and-cover tunnel cells which originate at the western face of 11th Avenue, travel diagonally across the LIRR West Side Storage Yard (West Rail Yard), continue below the existing NYC Department of Parks and Recreation's High Line Structure, and terminate south of the High Line before West 30th Street. Project specifications are based on Amtrak standard specifications supplemented by LIRR standard specifications for railroad yard-specific requirements.

Work covered by this contract includes the following:

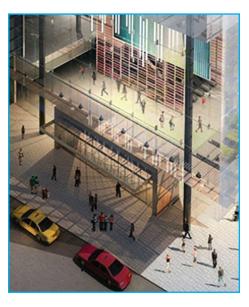
- Demolition of the existing LIRR emergency services building (ESB) and associated utilities
- Installation of instrumentation and monitoring equipment
- Design and installation of support of excavation retaining structures for the tunnel
- Jet grouting within the support of excavation as necessary for excavation and outside of tunnel limits
- Excavation of the area of the tunnel and disposal of material removed from the excavation
 - Construction of the reinforced concrete tunnel structure
 - Grading of the yard area and restoration of access roads
 Restoration of surface area to pre-existing conditions

Many bidding opportunities are available: temporary and permanent site fencing, removal of existing LIRR Building 4, existing foundations and slabs, temporary utilities, site preparation and demolition including relocation and protection of existing utilities as required, installation of LIRR track outage protection, construction of truck wash down, stone haul road, site logistics and MPT measures, temporary facilities, installation of dewatering system (pumps, tanks, treatment measures, etc.), installation of construction trailers with temporary utilities, lighting and site security, installation of soil erosion and sediment control, including dust control, silt fence, inlet protections, etc., general excavation, rock bolts, tiebacks and bracing, jet grouting, installation of rock anchors, underpinning of High Line and coordination with High Line and all applicable agencies, concrete reinforcement, cast in place concrete, shotcrete, waterproofing, rock mass grouting, underground mass concrete, construction of retaining walls, permanent underground utility work, mechanical, electrical, and plumbing work.

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Serving CT, ME, MA, NH, NJ, NY, RI, VT, or any other states that you need to reach If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled



JFK International Airport Central Terminal Area ("CTA"), Roadways, Utilities and Ground Transportation Center ("GTC") Project ("Project", or "RUGTC") is a design-build project which will support the JFK Vision Plan by providing a world class experience to airport users on the landside that meshes seamlessly with the terminal improvements.

Many bidding opportunities available: portable toilets, cleaning, survey, trailers, geotextile, soil testing and sampling, testing, treatment and disposal of contaminated water, clearing and grubbing, steel sheeting, soil erosion and sediment control, gabion walls, excavation, filling, compacting and grading, trucking, containers and dumpsters, haul and dispose, instrumentation and monitoring, steel pipe piles, directional drilling, micro piles, vibration monitoring, utilities (sanitary, storm, water), aerial structures drainage system, asphalt paving, concrete paving, site improvements, security fence, chain link fence, modular unit walls, asbestos abatement, beam guide rail, lead paint management, traffic signs, pavement stripes and markings, landscaping, topsoiling, fertilizing and seeding, MPT, demolition, asbestos removal, prefabricated modular wall, concrete, formwork, rebar, precast concrete, shotcrete, crack and spall repair, masonry, structural steel, metal deck, bearings, miscellaneous metals, metal fabrications, metal stairs, cable railing system, handrails, steel grating, carpentry, fiberglass reinforced material, waterproofing, roofing, metal wall panels, green roof, expansion joint assemblies, hollow metal doors and frames, overhead coiling doors and grills, glass entrances and store fronts, aluminum and stainless steel curtain wall and entrances, translucent fiberglass skylights and wall panels, finish hardware, glass and glazing, louver, gypsum board, ceramic tile, stone paving and flooring, epoxy flooring, painting, architectural signage, aluminum sign panels and supports, toilet partitions and accessories, wire mesh partitions, elevators, fire protection, plumbing, exterior sanitary sewer gravity system, therma distribution system, HVAC, electrical work, and other opportunities.

If you are interested in bidding on this project, please contact Skanska Halmar JFKJV's Outreach Team: SkanskaHalmarJFKJV@skanska.com \bullet EOE/M/F/Vet/Disabled

NORTHEAST EVENTS FOR YOUR BUSINESS





SBA and SOS Monthly Webinar Thursday, January 5, 2023, 9:00 am–11:00 am Online

Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division

Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov

Fee: Free; registration required

Starting a new business? Looking for capital and finance options? Looking for general advice on starting or maintaining your business? Hear from representatives from the local SBA office and the New Hampshire Secretary of State Corporation Division. This workshop (currently held online during the pandemic) is offered on the first Thursday of every month. To join this free webinar, copy and paste the link below into your browser, then register for tickets for the date of your choice to receive the access code. https://www.eventbrite.com/e/secretary-ofstate-quickstart-and-small-business-administration-programs-tickets-262004180557

Selling to the Federal Government Webinar Thursday, January 26, 2023, 1:00 pm-4:00 pm Online

Main Sponsor(s): US Small Business Administration Contact: George Tapia, 610-382-3086, george.tapia@sba.gov Fee: Free; registration required Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register on line at https://www. eventbrite.com/e/how-to-sell-to-the-federalgovernment-tickets-21790713611 SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning.

Getting Registered into the System for Awards Management (SAM.gov)

Tuesday, February 21, 2023, 11:00 am–12:00 pm Online

Main Sponsor(s): US Small Business Administration, West Virginia Women's Business Center Contact: Melissa Loder, 304-623-7448, Melissa.Loder@sba.gov

Fee: Free; registration required

The West Virginia Women's Business Center is hosting a valuable webinar on the System for Awards Management (SAM.gov). Join us as Melissa Loder (SBA's West Virginia District Office) and Sommer Straight (RCAC Procurement Technical Assistance Center—PTAC) guide you through how to register for your SAM.gov account. They will also provide tips, FAQs, and directions on where to get additional assistance, as well as answer questions you may have. To register, visit https://www.eventbrite.com/e/ getting-registered-in-the-system-for-awardmanagement-samgov-tickets-483757992177



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