



Resilient Business Model for Small and Medium Enterprises (SMEs) in Christchurch

“Failure is only permanent where
resiliency fails to exist.”
— Edmond Mbiaka



Christchurch – Earthquake

- September 2010 and February 2011
- >1000 commercial buildings
- >7000 residential houses
- 67% of Small and Medium Enterprises (SMEs)
- Business revenue in New Zealand





Definition

Size

Number of employees

Type	Employees	No. of Firms
Zero	(0)	326,000
Micro	(1-5)	97,400
Small ()	6-19	35,900
Small-medium	(20-49)	8,800
Medium	(50-99)	2,640



Small and Medium Enterprises (SMEs)

Resources

Little formal structure

Limited resources

- Management capabilities
- Access to capital
- Human resources

Success of SMEs

Assets

Capital

Human resources

Locality

Experience of higher management

Dependence on

Suppliers

Buyers

Human resource

Micro (policies within an organisation)

Macro (such as government policies, hazardous weather) (Greene & storey, 2009)



97 percent

SMEs in New Zealand economy



30 percent

working population



28 percent

Gross Domestic Product (GDP)

Questions?

Thank you for your time 😊