

Biggest opportunities for small and medium enterprises (SMEs) in 2015

Global survey report

October, 2015

Group Marketing & Communications Insights




Biggest opportunities for small and medium enterprises in 2015

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Biggest opportunities for small and medium enterprises in 2015

Method




Telephone Interviews (CATI)
Average length: 6 minutes

Sample structure




200 interviews per country, representative for SMEs relating to enterprise size (in terms of full-time employees) and industry

Target Group



SME
(0-250 Full-time employees)



CEO/Owner, GM,
CFO/Treasurer,
COO/Head of Operations

Indication of differences

Throughout the report, significant differences (95% confidence level) are highlighted through **Letter Codes** which indicate the comparison data set

<i>Illustrative example</i>			
2015	2014	2013	
(a)	(b)	(c)	
17.0 ^{b,c}	8.0	8.8	
14.5	20.5	33.2 ^{ab}	
29.5 ^c	28.5 ^c	17.6	
9.5	10.0 ^c	4.8	
8.5	5.0	6.4	

Indication of a trend in 2015

If fieldwork conducted in 2015, 2014 and 2013

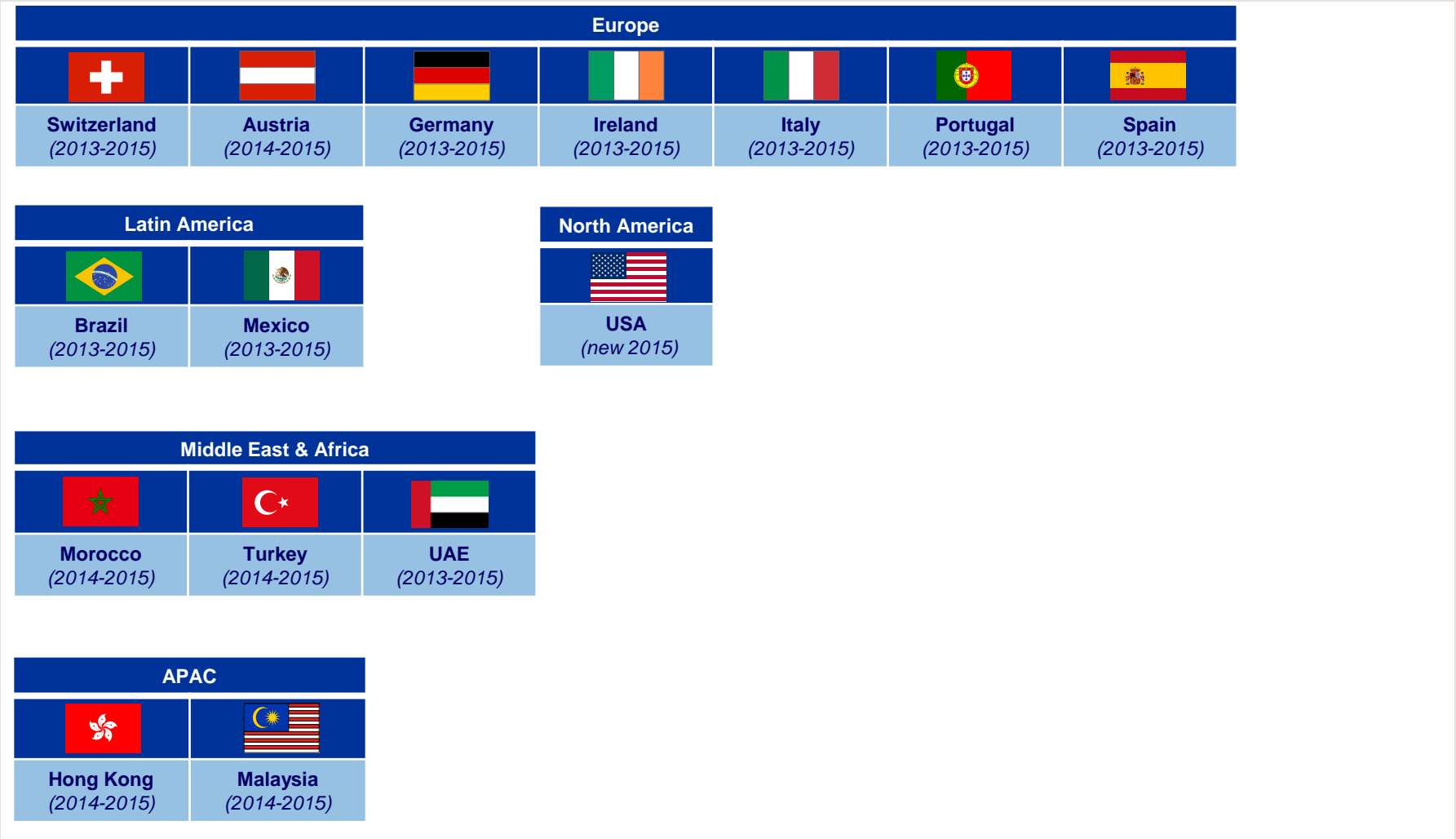
- 2015 score is significantly higher vs. 2013 and NOT significantly lower vs 2014
- 2015 score is significantly lower vs. 2013 and NOT significantly higher vs 2014

If fieldwork in 2015 and 2014 only

- 2015 score is significantly higher vs. 2014
- 2015 score is significantly lower vs. 2014

Project design

Biggest opportunities for small and medium enterprises in 2015



Management summary

Biggest opportunities for small and medium enterprises in 2015



Biggest opportunities for small and medium enterprises in 2015

2015 global results

- i) From a total list of 10 business opportunities **‘Cost and expense reduction’** and **‘New customer segments’** represent the top two opportunities in 2015 for SMEs around the globe whilst **‘Acquisition of competitors’** and **‘New business technologies’** are rated as least promising. 1 out of 10 SMEs do not foresee any opportunities for their businesses at present.
- ii) 2015 results show similar response patterns among different regions and countries with a few exceptions:
 - SMEs in **LATAM** and the **USA** seem to be more optimistic about their future - **‘I don’t foresee any opportunities for my business at present’** is ranked last in both regions.
 - SMEs in **APAC** rate **‘Diversification of product range or services’** as the top opportunity (ranked 1st) – higher than in any other region. However, this seems to be particularly true for SMEs in **Hong Kong** – more so than for their Malaysian peers.
 - **European** SMEs tend to see more of an opportunity in **‘Attractive credit terms’** (ranked 3rd) than SMEs in the other regions.
 - SMEs in **MEA** and the **USA** see less of an opportunity through **‘Improving the employees’ pool’** (ranked 10th) than SMEs in other regions.

Biggest opportunities for small and medium enterprises in 2015

Global results over time

Emerging trends in the comparison of response patterns of global SMEs towards business opportunities over time (i.e. 2013, 2014, and 2015).

- i) The new number one business opportunity for SMEs in 2015 is '**Cost and expense reduction**' (was 2nd in 2014 and 2013).
- ii) '**New customer segments**' has fallen behind and is ranked 2nd for the first time (was ranked 1st in 2014 and 2013).
- iii) In 2015 SMEs rate '**Attractive credit terms**' as well as '**Regulatory/legislation change**' as bigger business opportunities vs. previous years. Whereas '**New business technologies**' is rated as less of an opportunity in 2015 now ranked 10th (down from 7th in 2014).

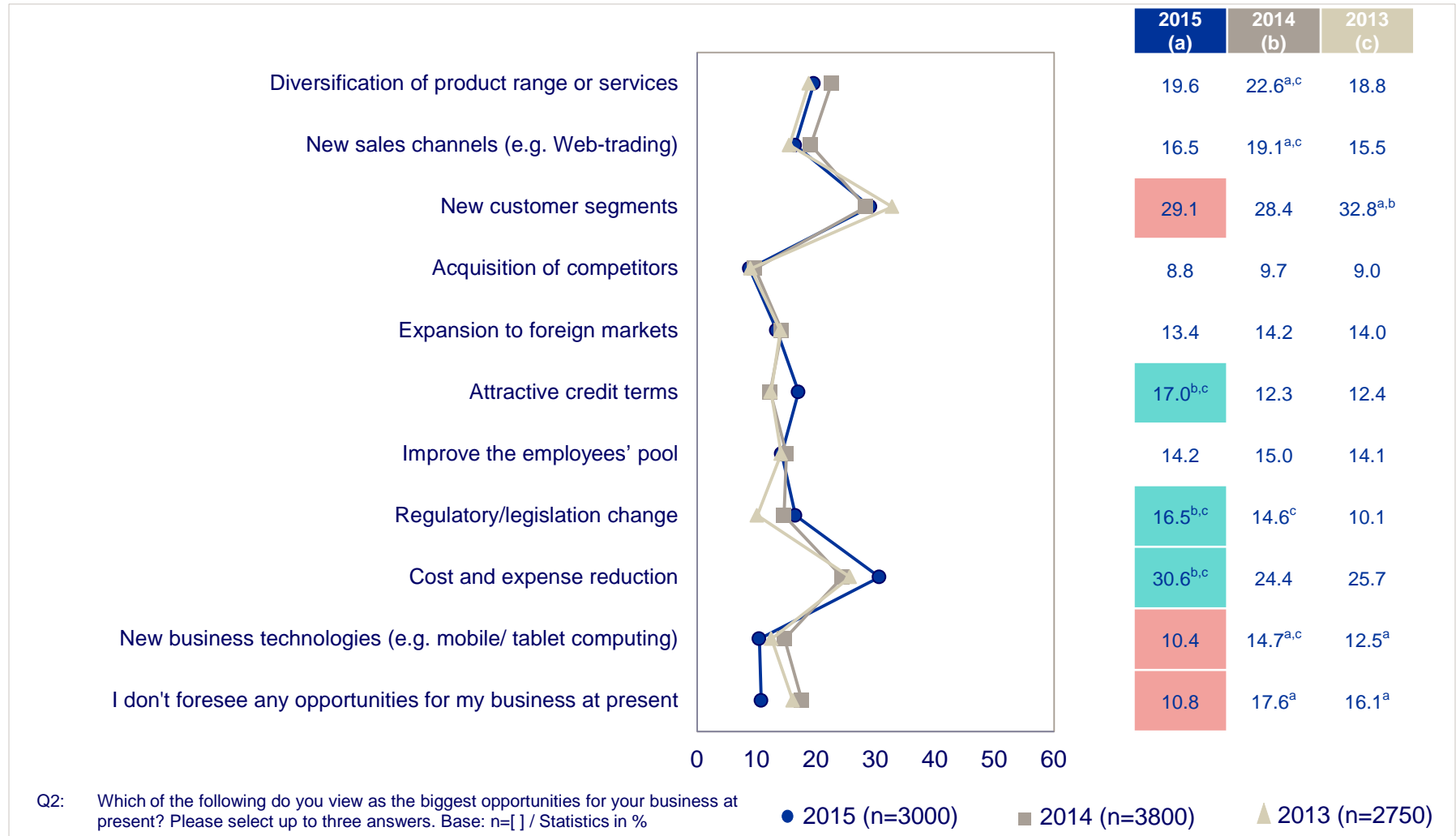
Global results

Biggest opportunities for small and medium enterprises in 2015



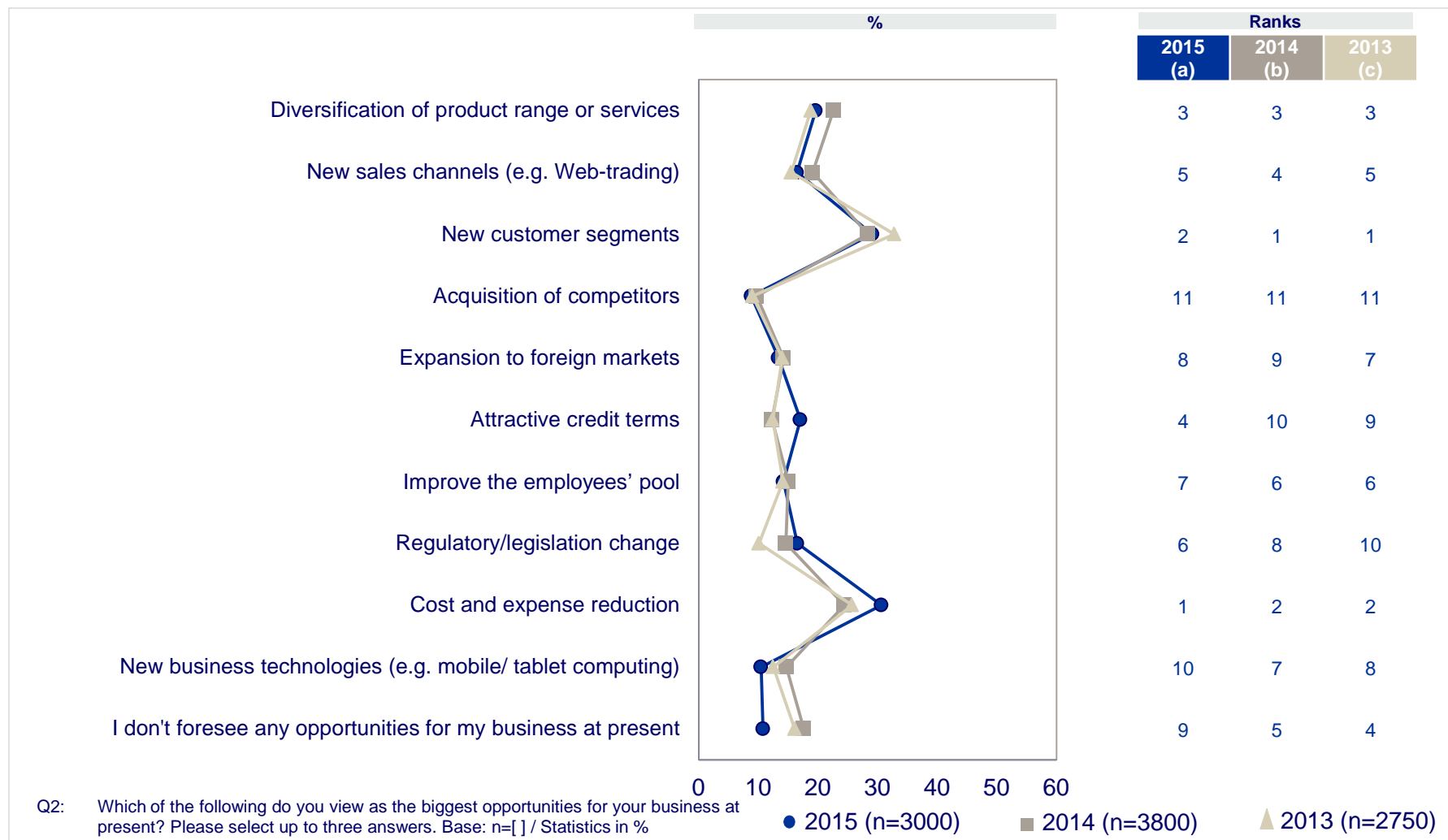
The two greatest business opportunities of SMEs worldwide are 'cost and expense reduction' & 'new customer segments'

Biggest opportunities for small and medium enterprises / statistics in %
All countries



'Cost and expense reduction' is perceived as a greater business opportunity than in the past two years

Biggest opportunities for small and medium enterprises / statistics in % and ranks
All countries



Results by region

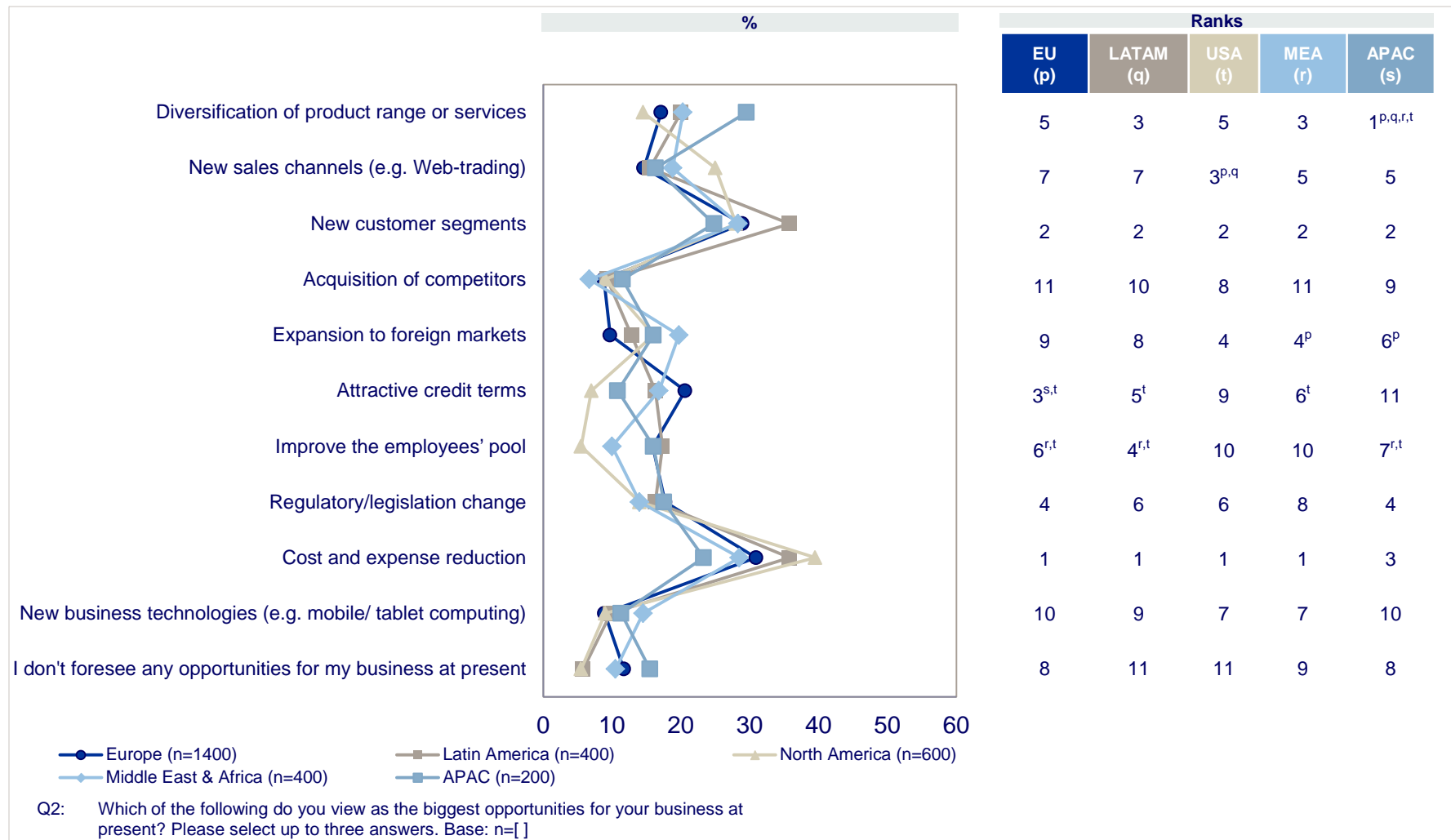
Biggest opportunities for small and medium enterprises in 2015



Regional comparison: SMEs in APAC rank 'Diversification of product range or services' higher than in any other region

Biggest opportunities for small and medium enterprises in 2015

Regional comparison / statistics in % and ranks

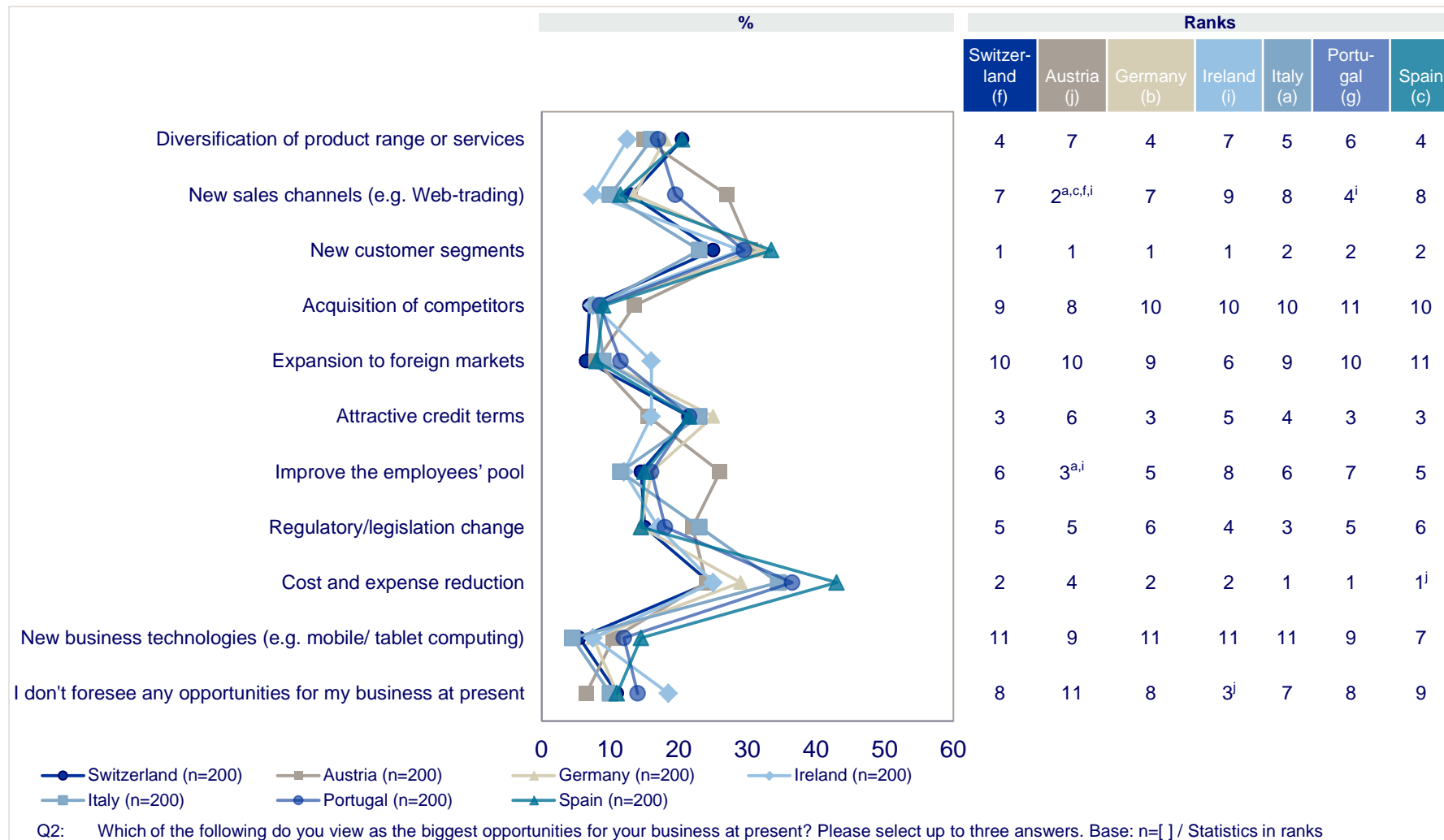


In EUROPE: in contrast to other countries, 'new sales channels' are particularly attractive for SMEs in Austria



Biggest opportunities for small and medium enterprises in 2015

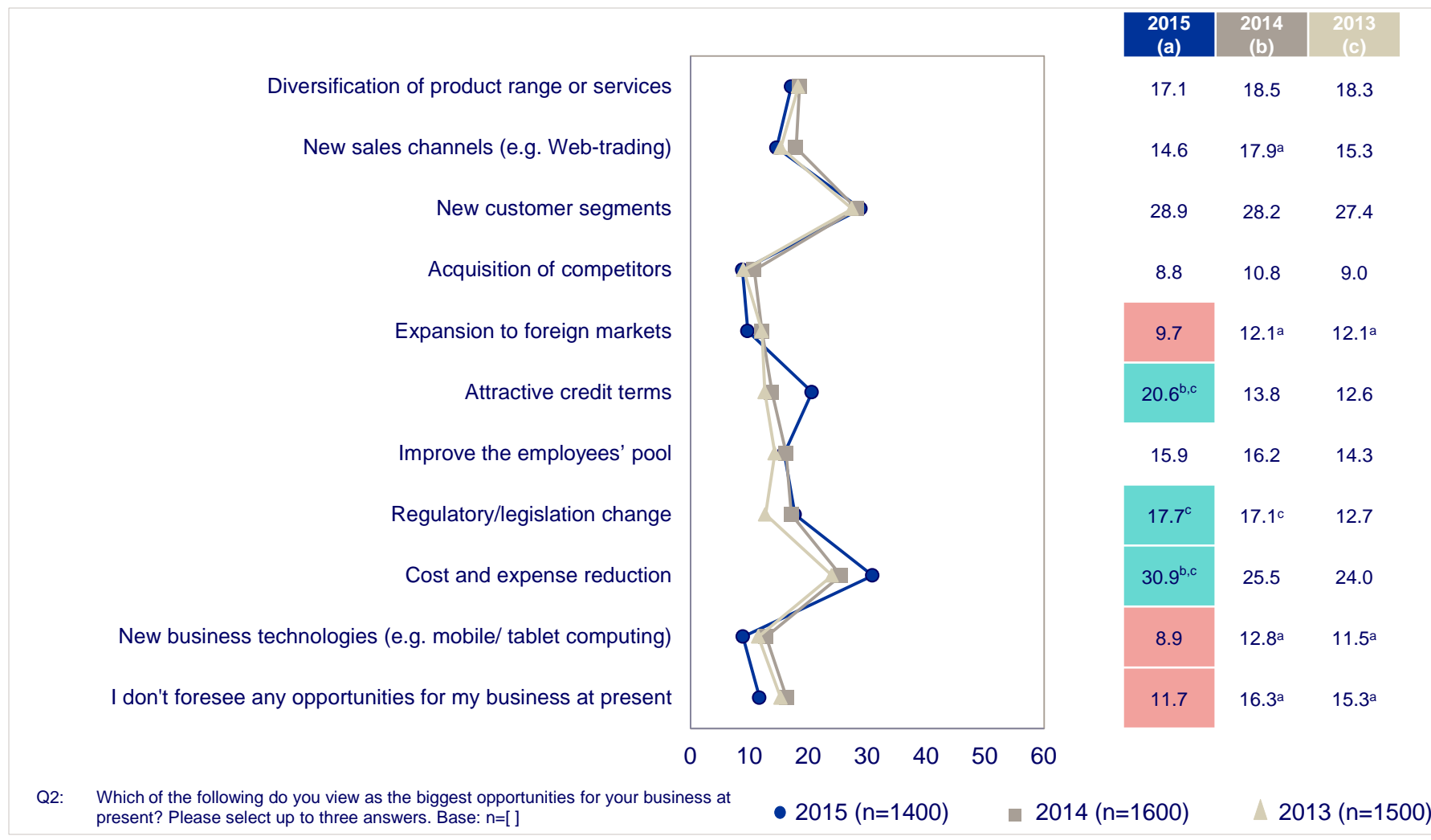
Europe / statistics in % and ranks



In EUROPE: 'Cost and expense reduction' is perceived as a bigger opportunity vs. previous years, now ranked 1st

Biggest opportunities for small and medium enterprises

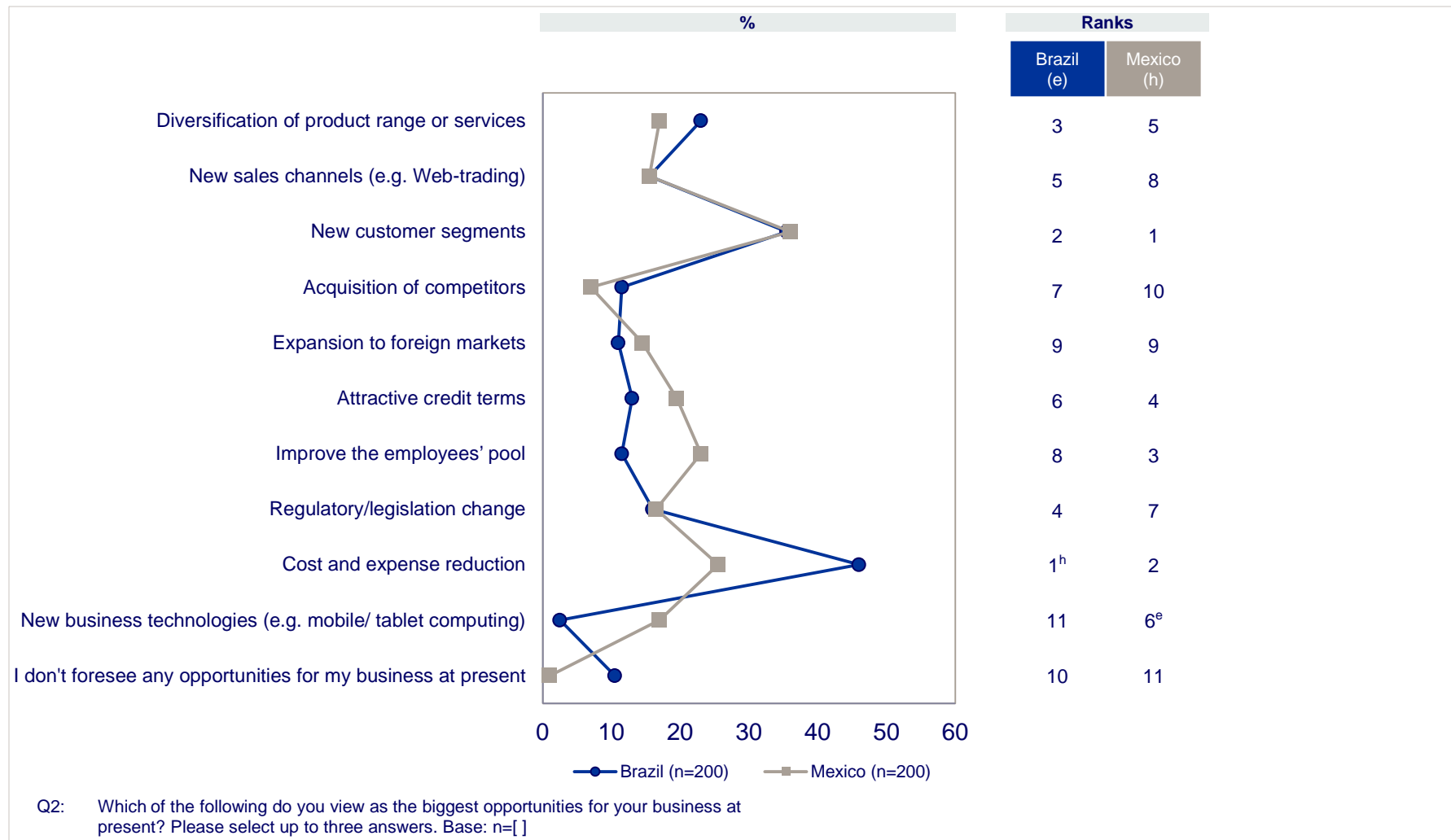
Europe / statistics in %



In LATAM: 'New business technologies' is seen as less of an opportunity for Brazilian SMEs than in Mexico

Biggest opportunities for small and medium enterprises in 2015

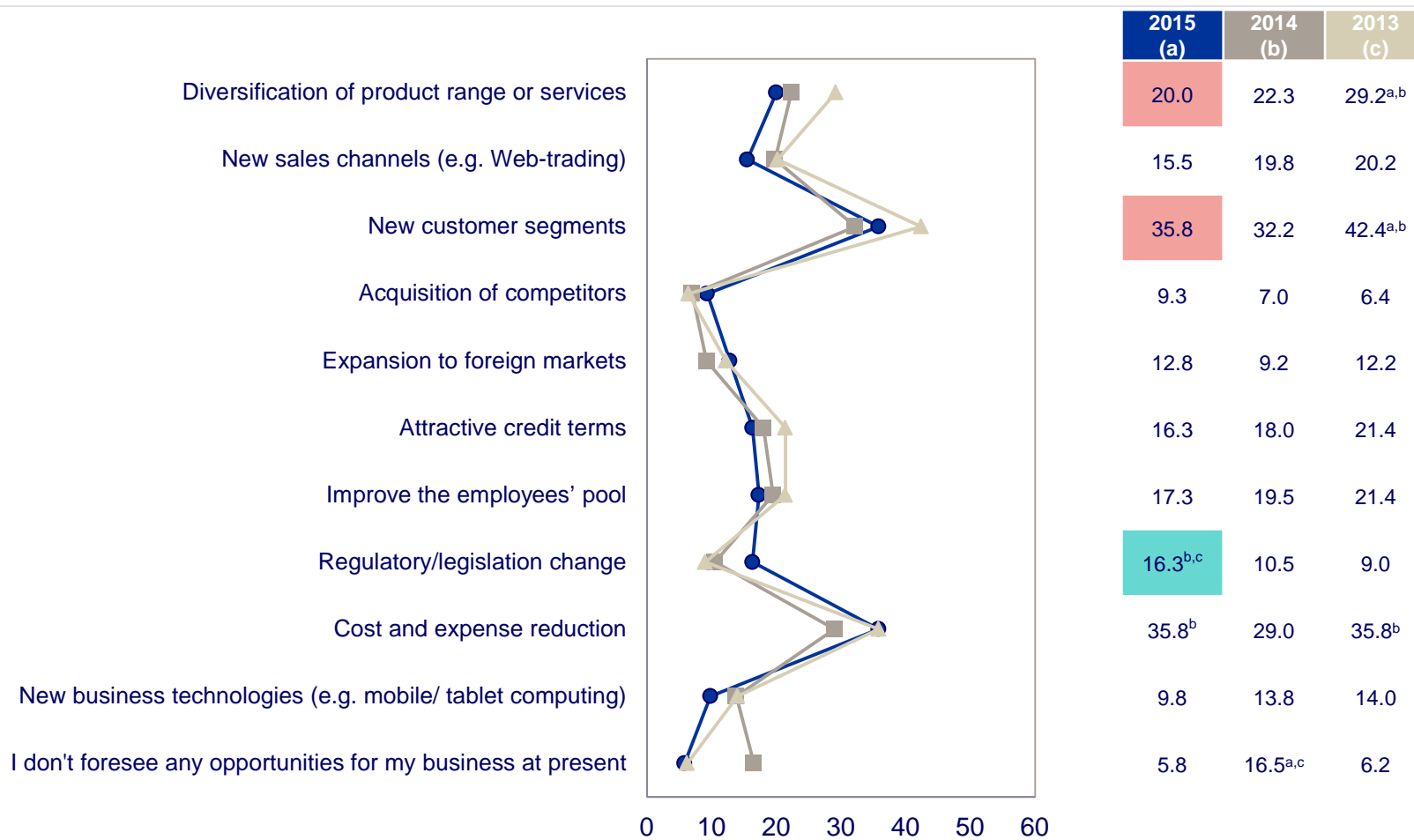
Latin America / statistics in % and ranks



In LATAM: 'New customer segments' were rated as a lesser opportunity in 2015 compared to previous years

Biggest opportunities for small and medium enterprises

Latin America / statistics in %



Q2: Which of the following do you view as the biggest opportunities for your business at present? Please select up to three answers. Base: n=[]

● 2015 (n=400)

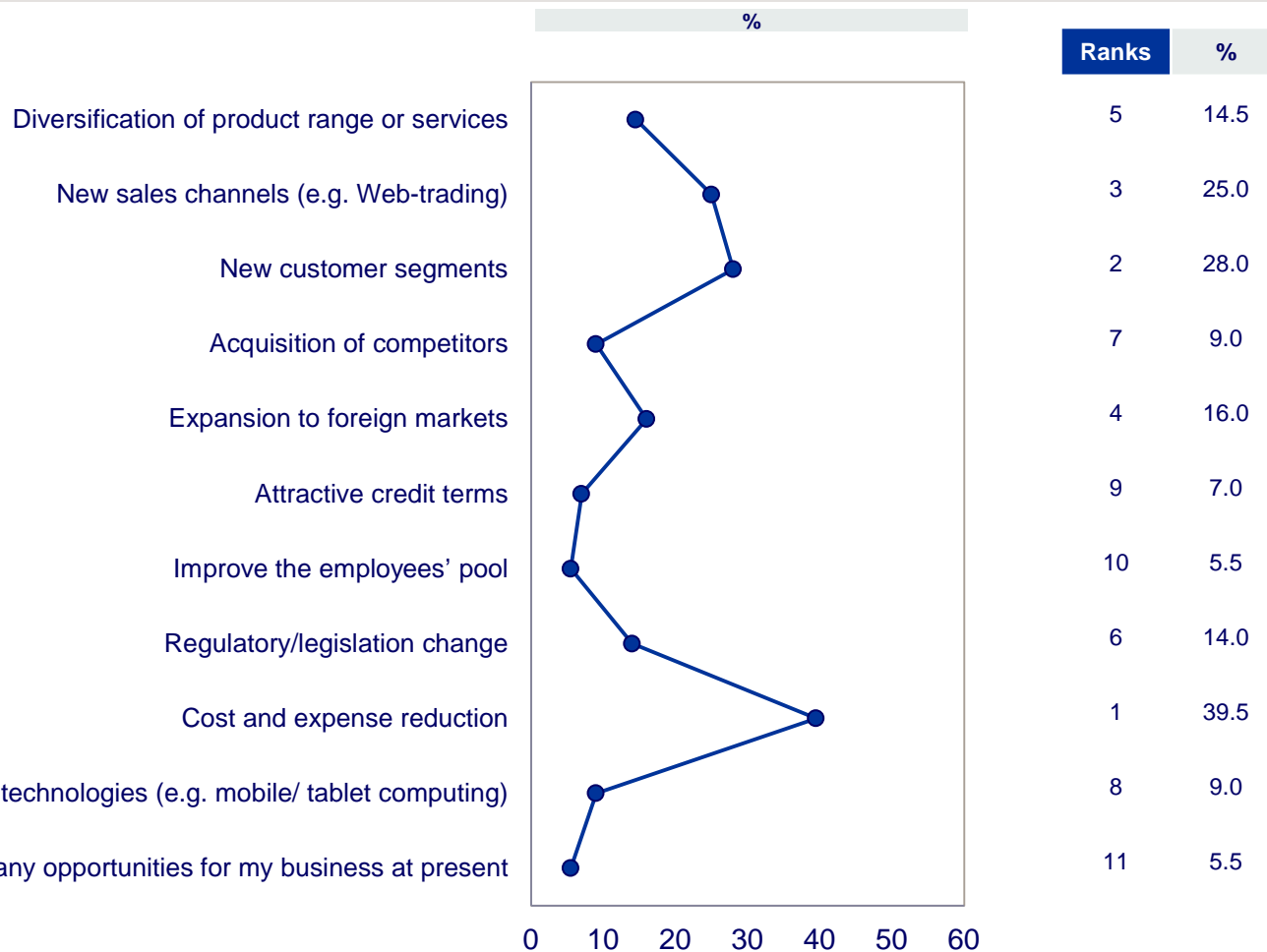
■ 2014 (n=600)

▲ 2013 (n=500)

In the USA: 'Cost and expense reduction' is seen as the biggest opportunity by SMEs

Biggest opportunities for small and medium enterprises in 2015

USA / statistics in % and ranks



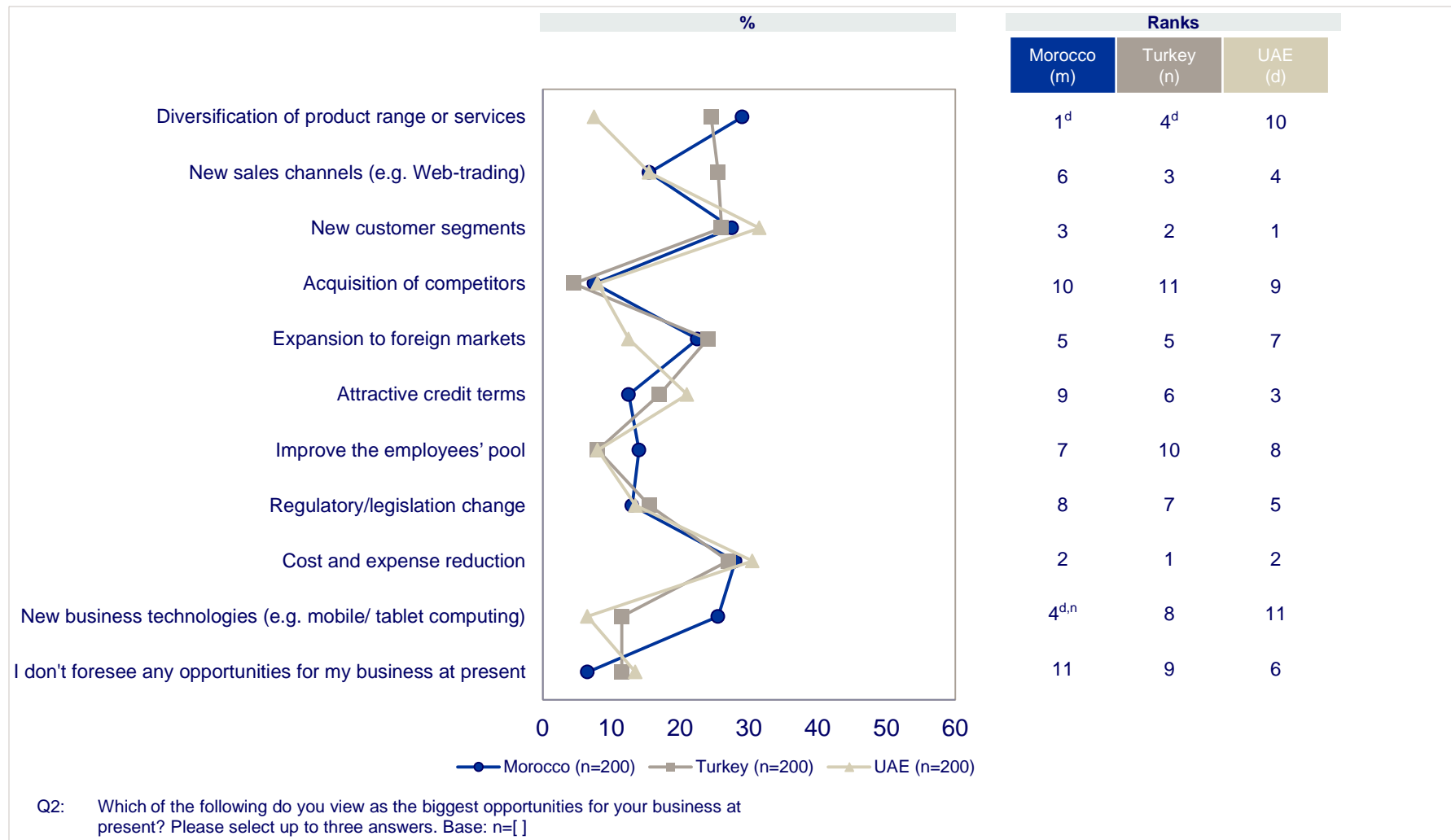
Q2: Which of the following do you view as the biggest opportunities for your business at present? Please select up to three answers. Base: n=[]

● 2015 (n=200)

In MEA: 'diversification of product range or services' is rated as less of an opportunity by SMEs in the UAE

Biggest opportunities for small and medium enterprises in 2015

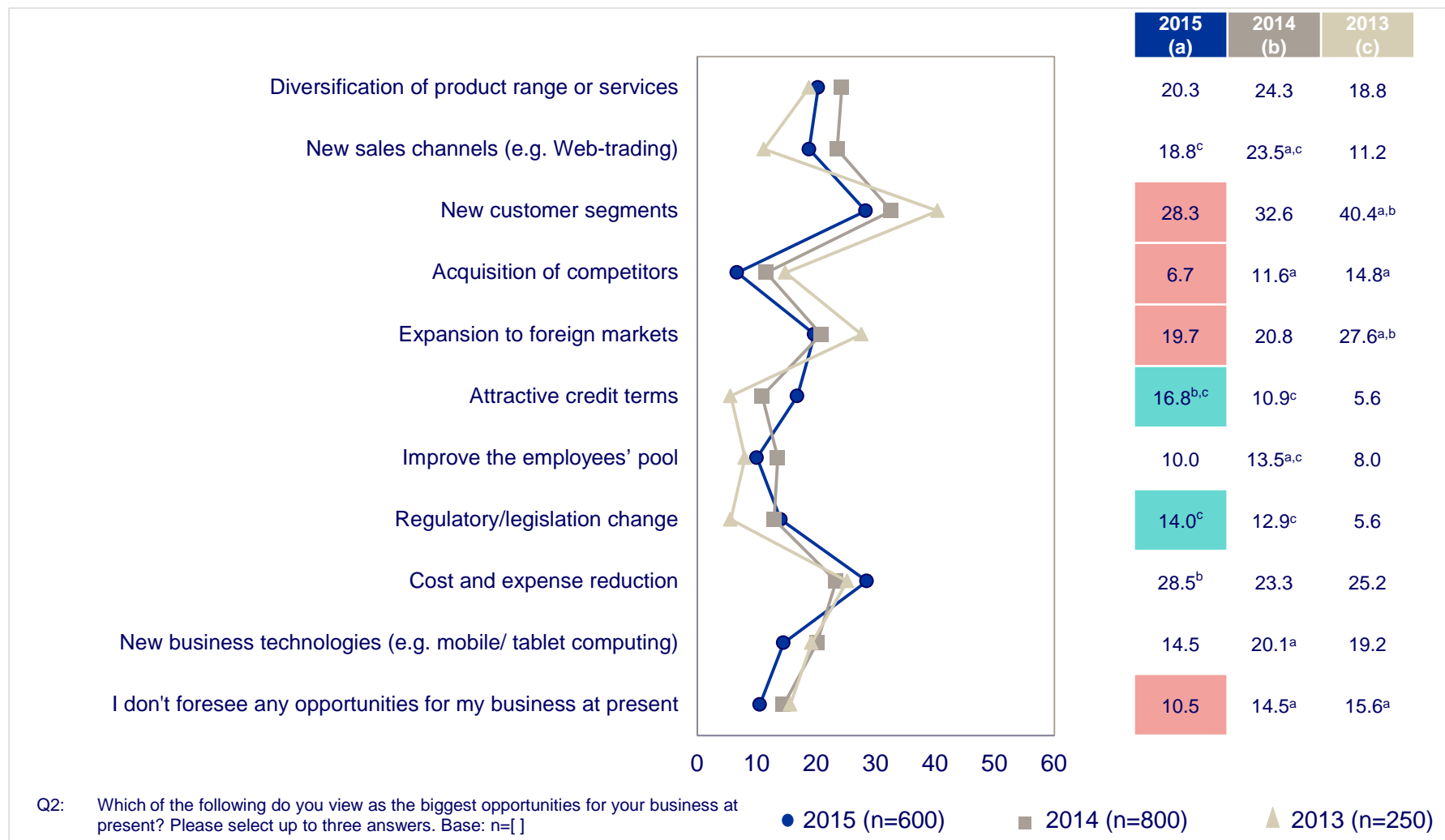
Middle East & Africa / statistics in % and ranks



In MEA: 'Attractive credit terms' seems to be a continuously increasing opportunity

Biggest opportunities for small and medium enterprises

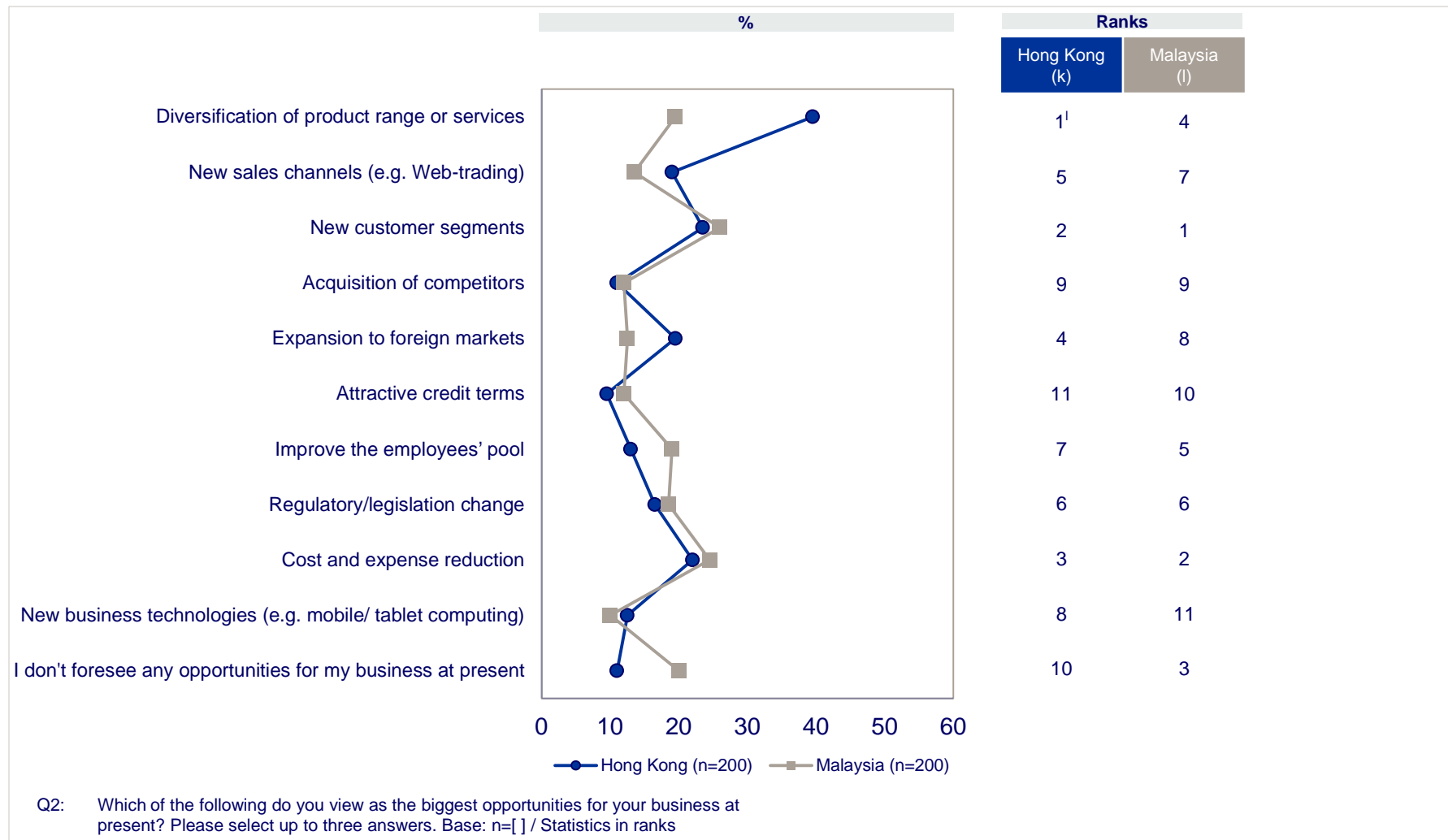
Middle East & Africa / statistics in %



In APAC: The importance attributed to 'diversification' is greater in Hong Kong than in Malaysia

Biggest opportunities for small and medium enterprises in 2015

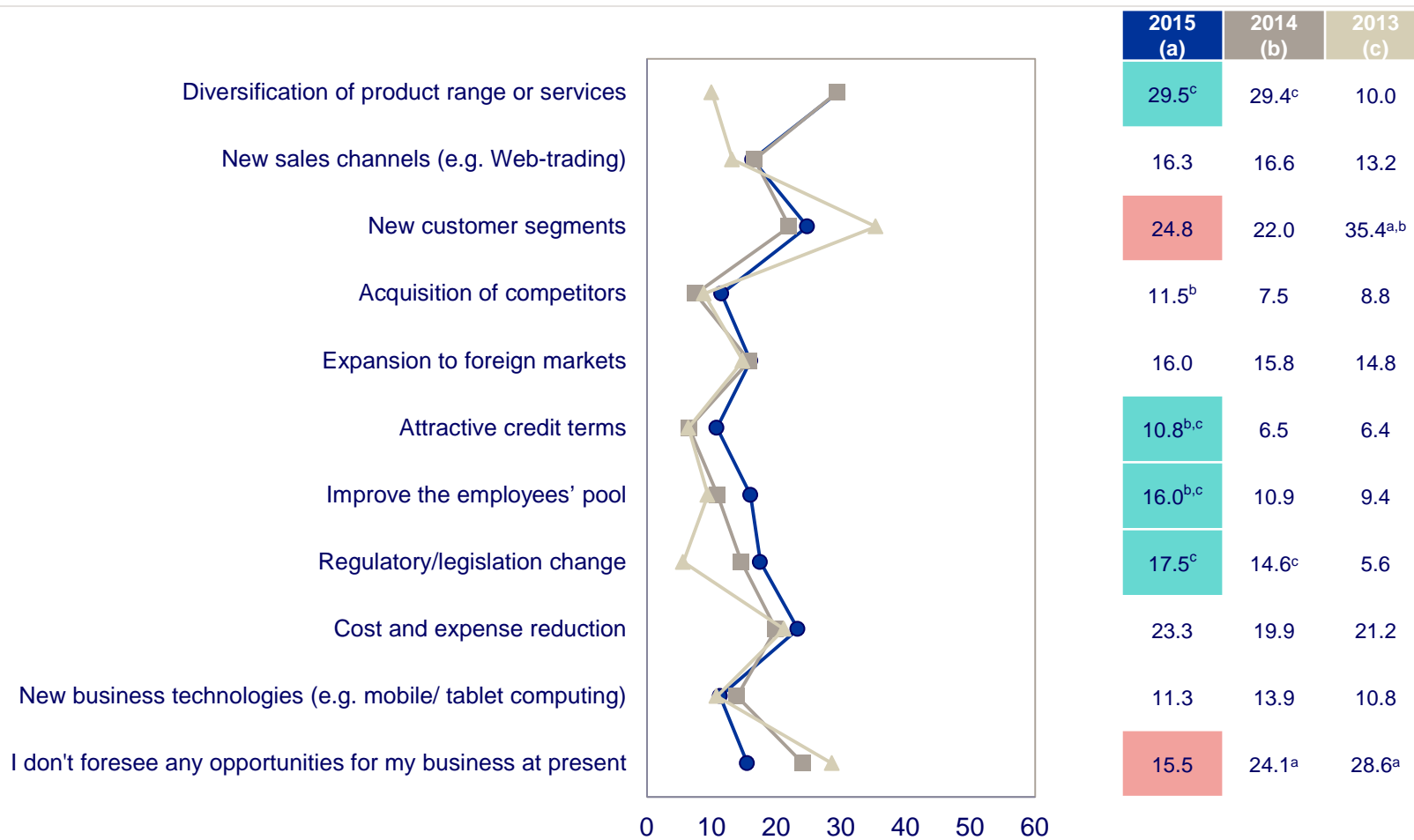
APAC / statistics in % and ranks



In APAC: 'Regulatory/legislation change' is perceived as a an increasing opportunity over time

Biggest opportunities for small and medium enterprises

APAC / statistics in %



Q2: Which of the following do you view as the biggest opportunities for your business at present? Please select up to three answers. Base: n=[]

● 2015 (n=400)

■ 2014 (n=800)

▲ 2013 (n=500)

Results by country

Biggest opportunities for small and medium enterprises in 2015

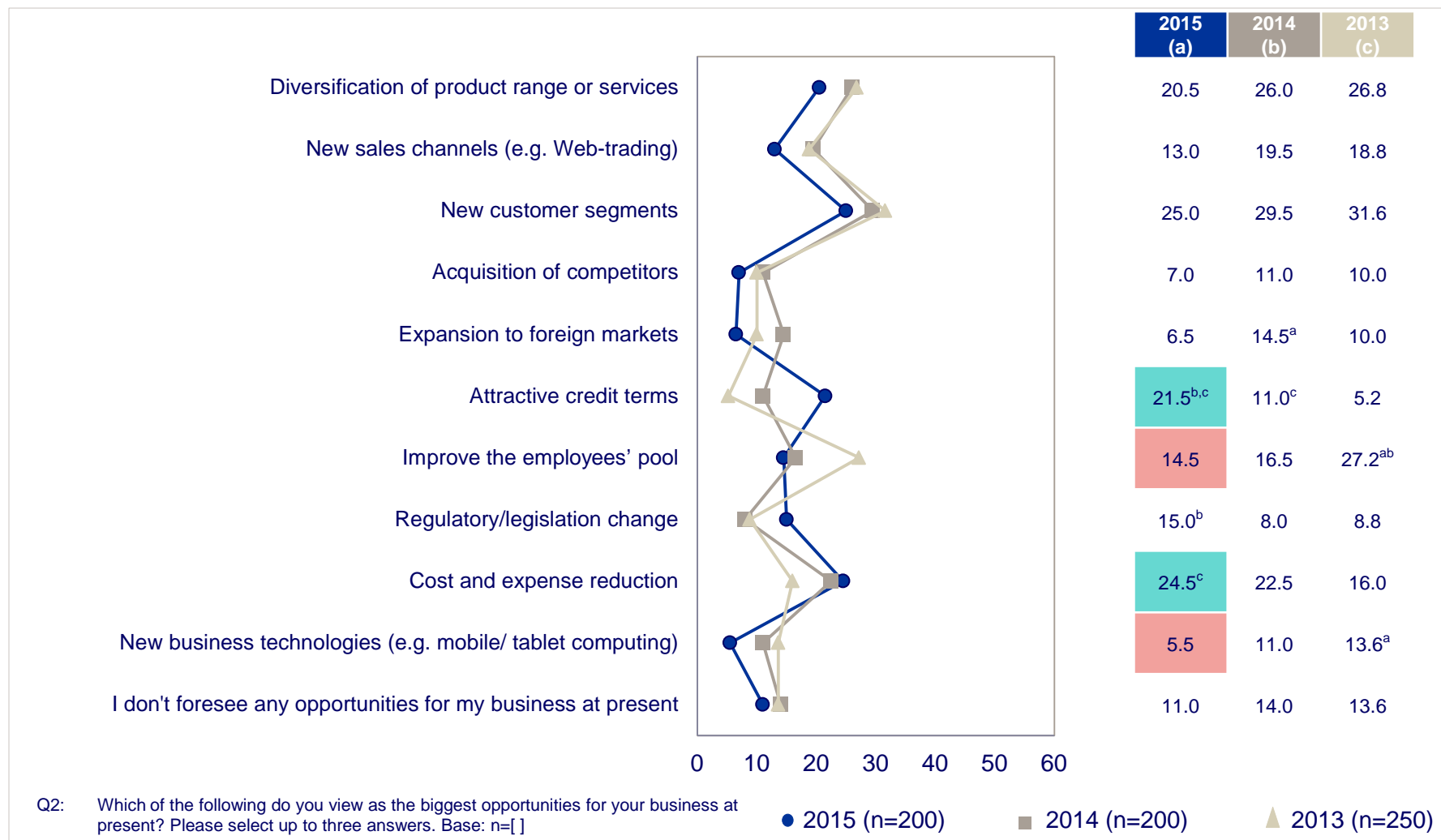


'Attractive credit terms' is considered an opportunity by nearly twice as many SMEs as last year in Switzerland

Biggest opportunities for small and medium enterprises / statistics in %

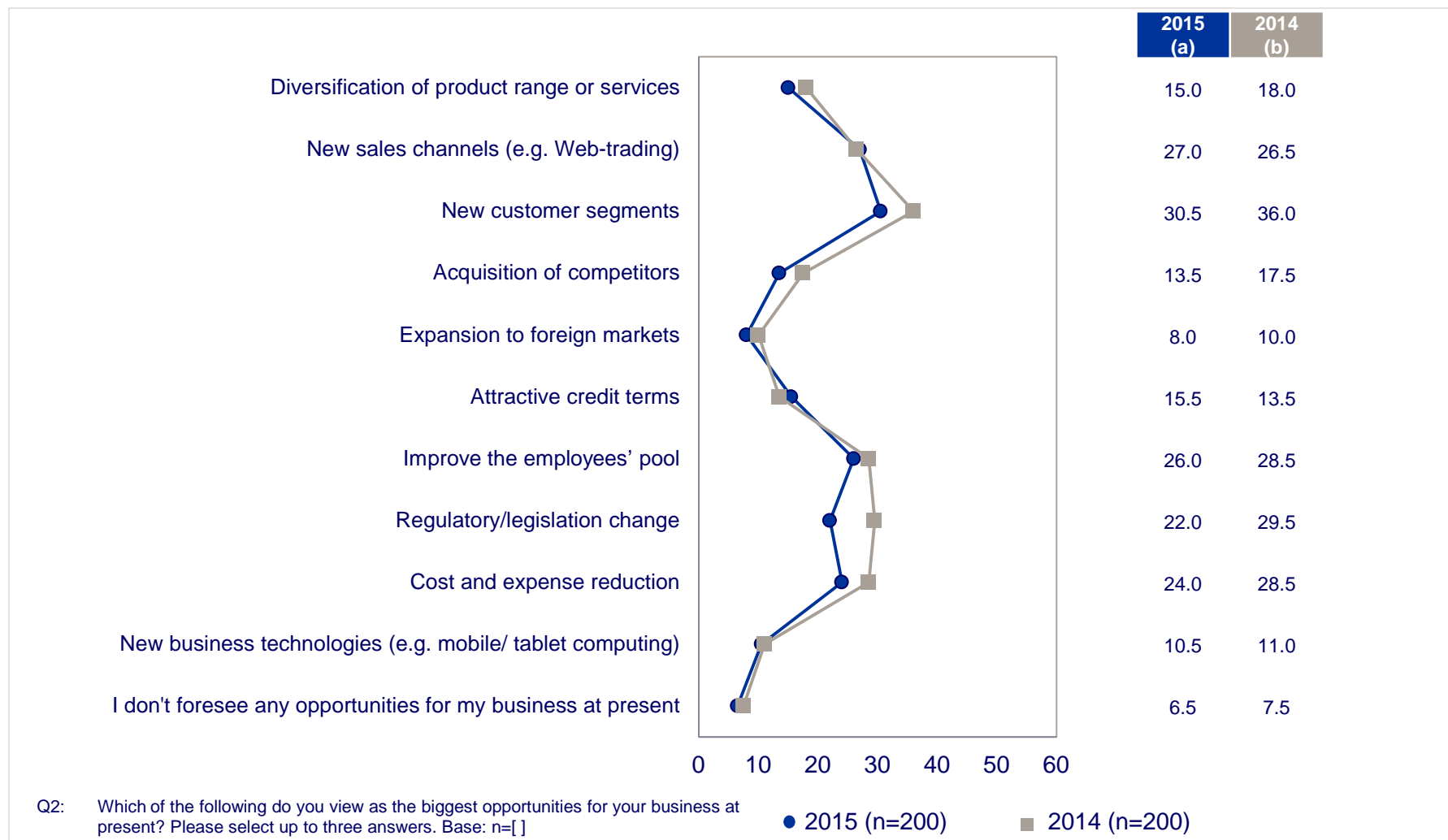


Switzerland



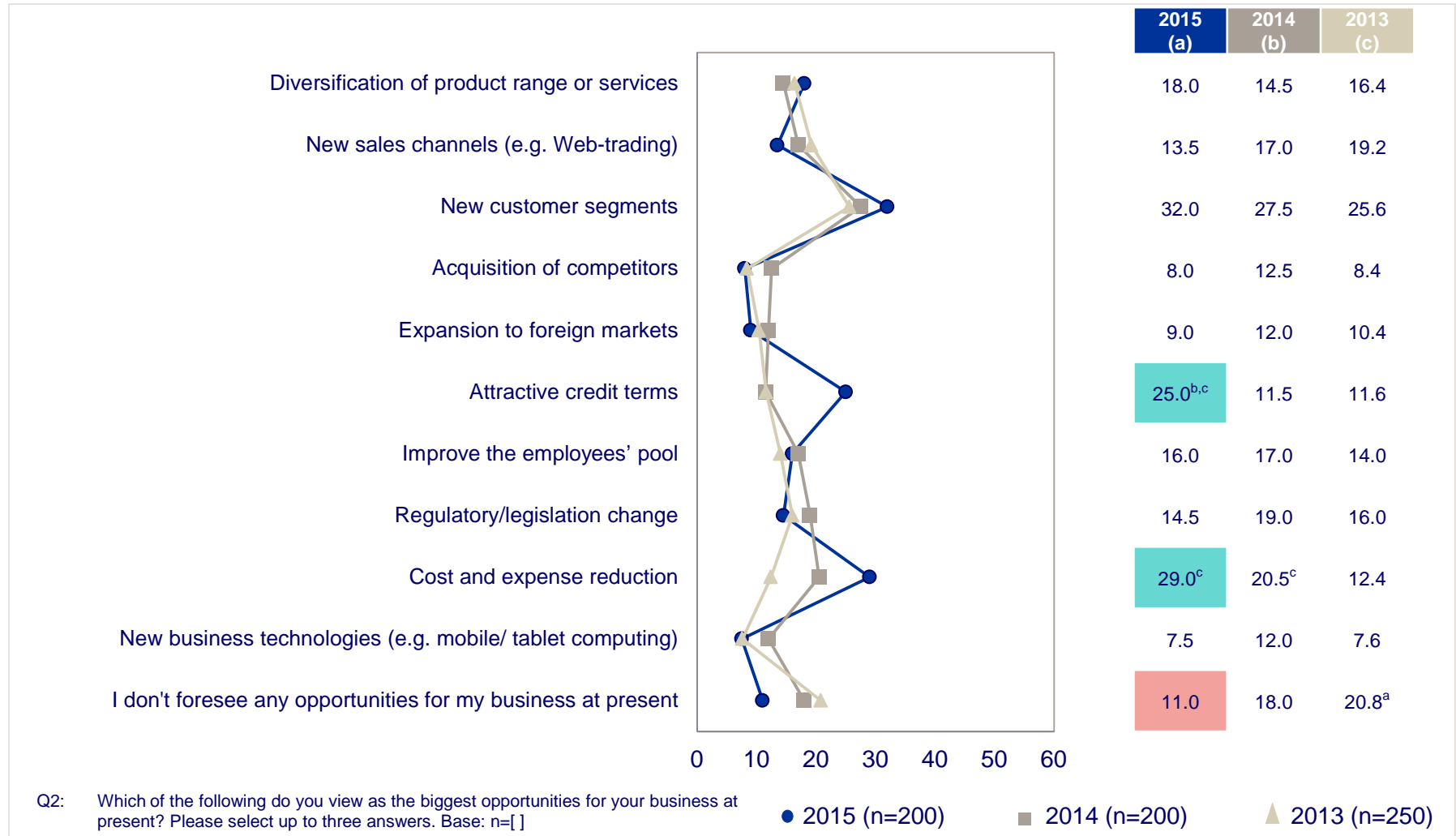
Austrian SMEs continue to see a variety of opportunities

Biggest opportunities for small and medium enterprises / statistics in %



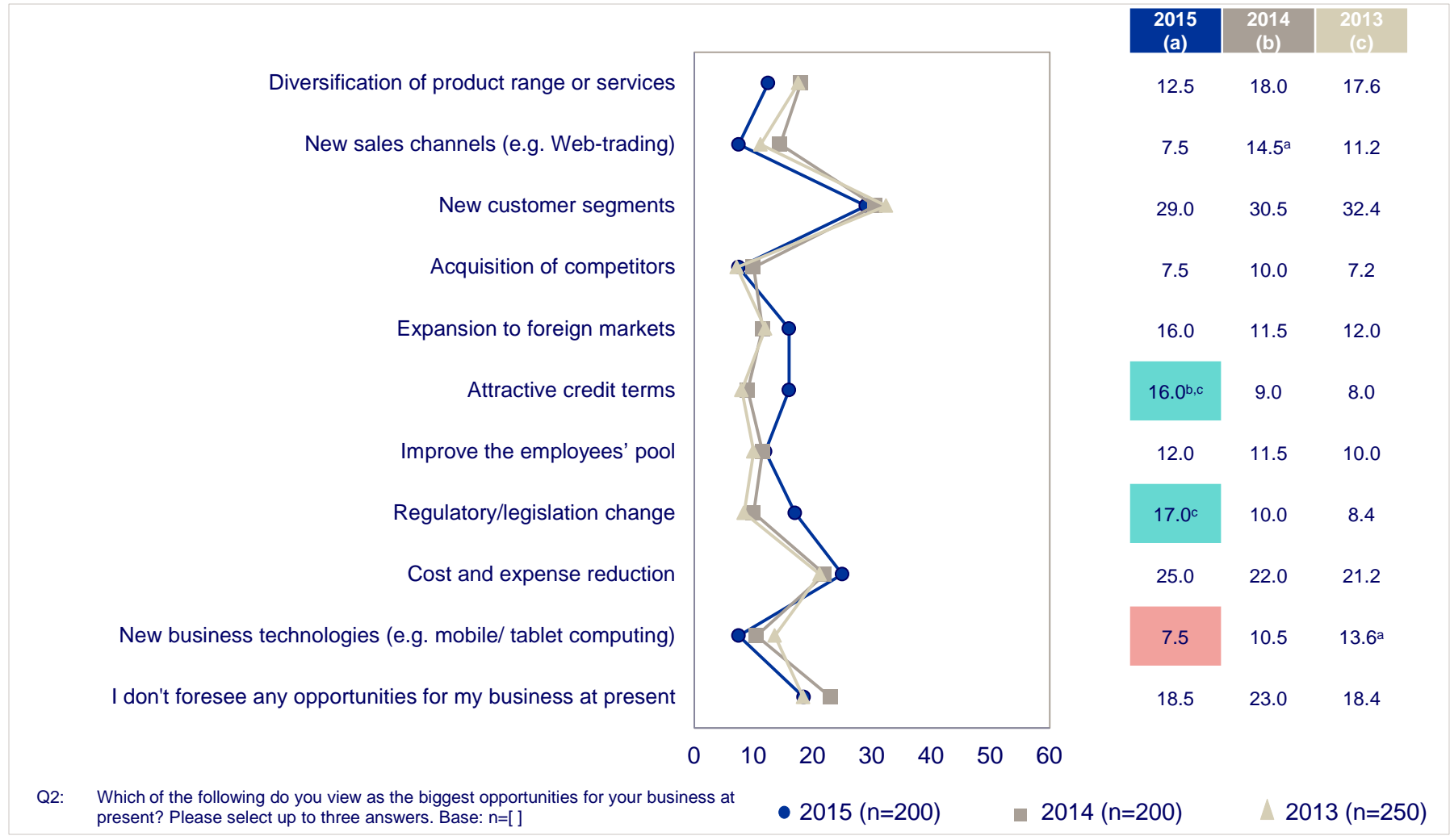
'Attractive credit terms' are considered an opportunity by nearly twice as many SMEs as last year in Germany

Biggest opportunities for small and medium enterprises / statistics in %



'New customer segments' and 'cost reduction' remain major opportunities for SMEs in Ireland

Biggest opportunities for small and medium enterprises / statistics in %

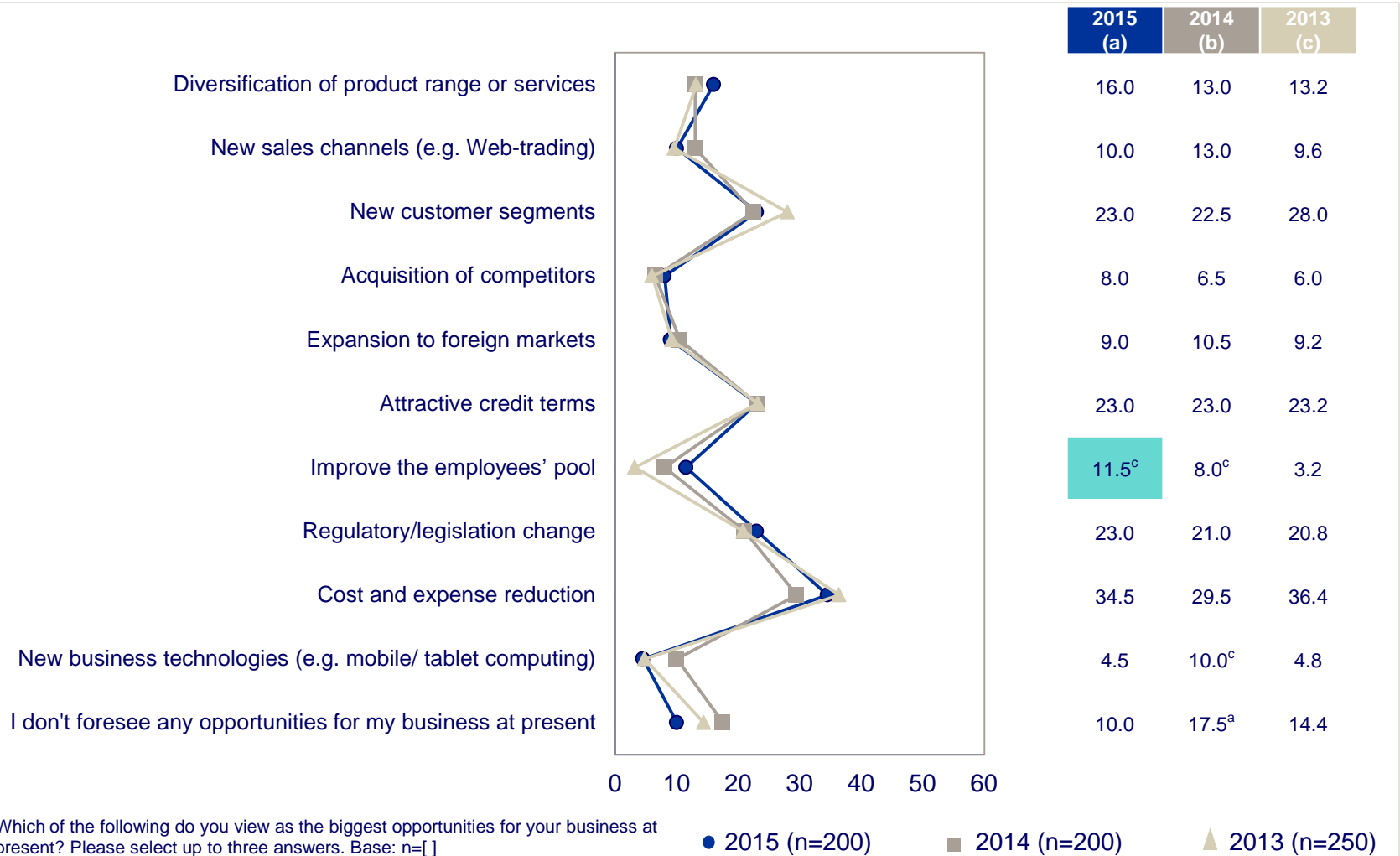


'Improving the employees' pool' seems to be an increasingly important opportunity for SMEs in Italy

Biggest opportunities for small and medium enterprises / statistics in %



Italy

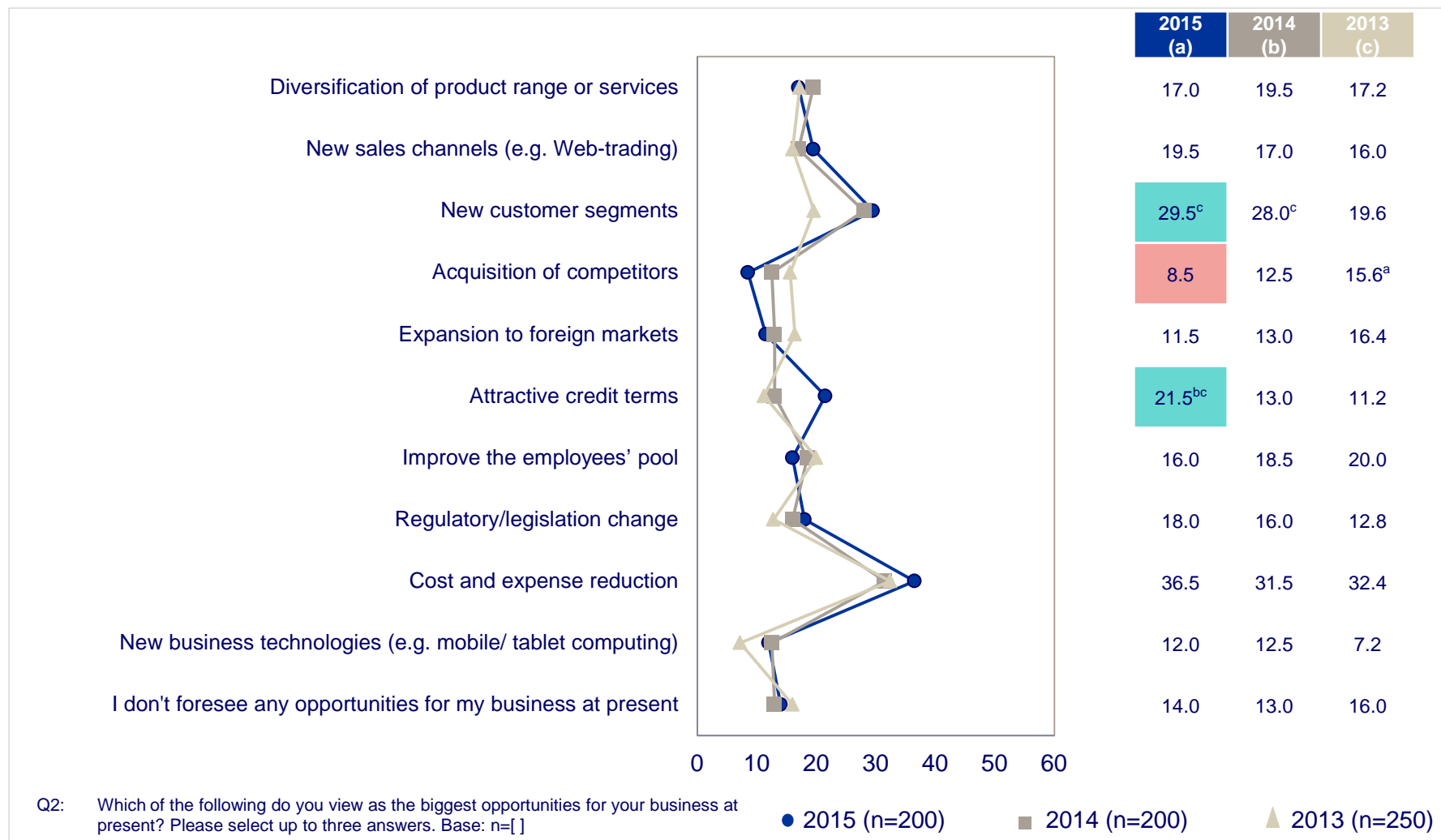


SMEs in Portugal see their opportunities primarily in cost reduction

Biggest opportunities for small and medium enterprises / statistics in %



Portugal

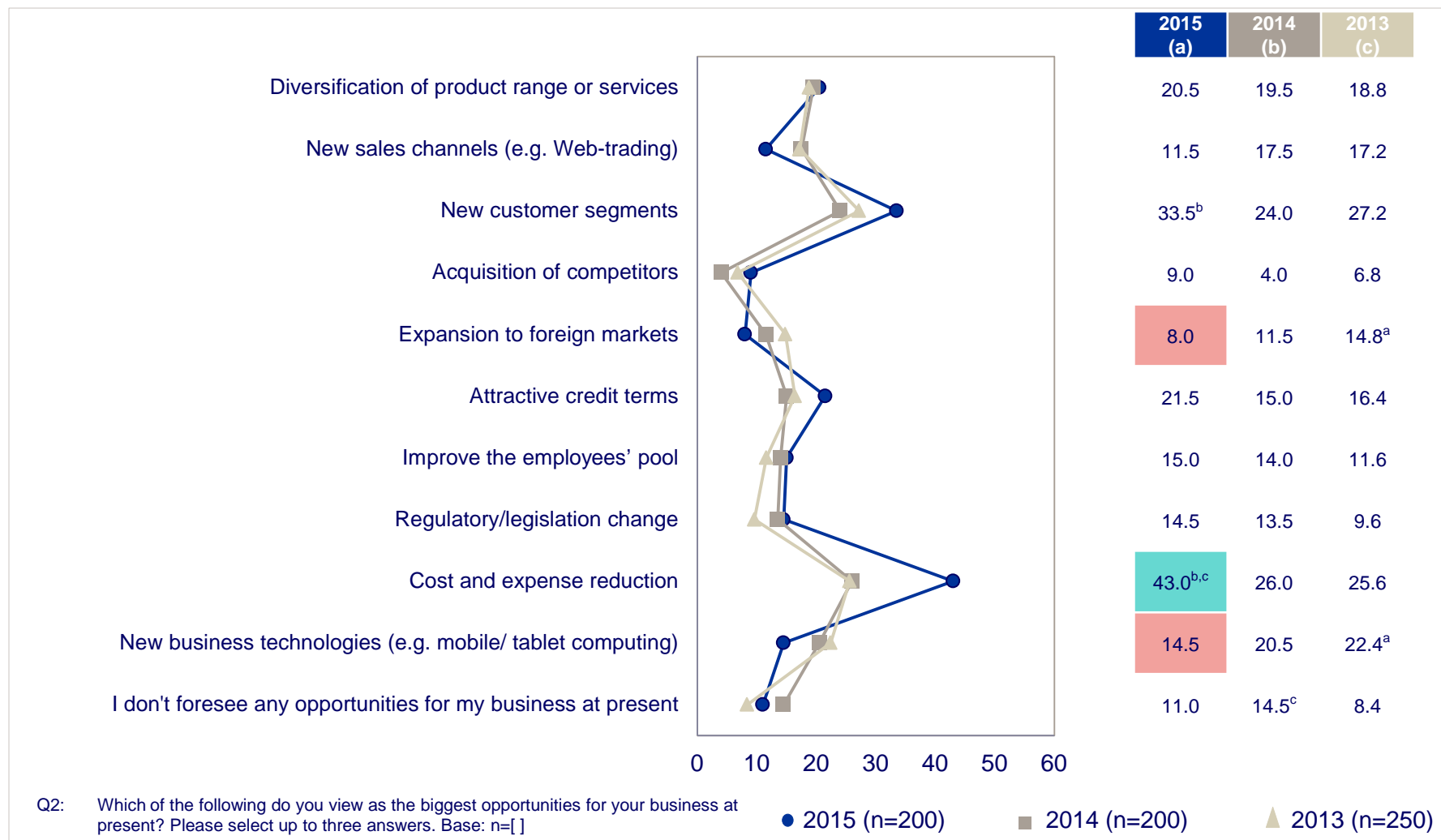


SMEs in Spain see their biggest opportunities in cost reduction

Biggest opportunities for small and medium enterprises / statistics in %



Spain

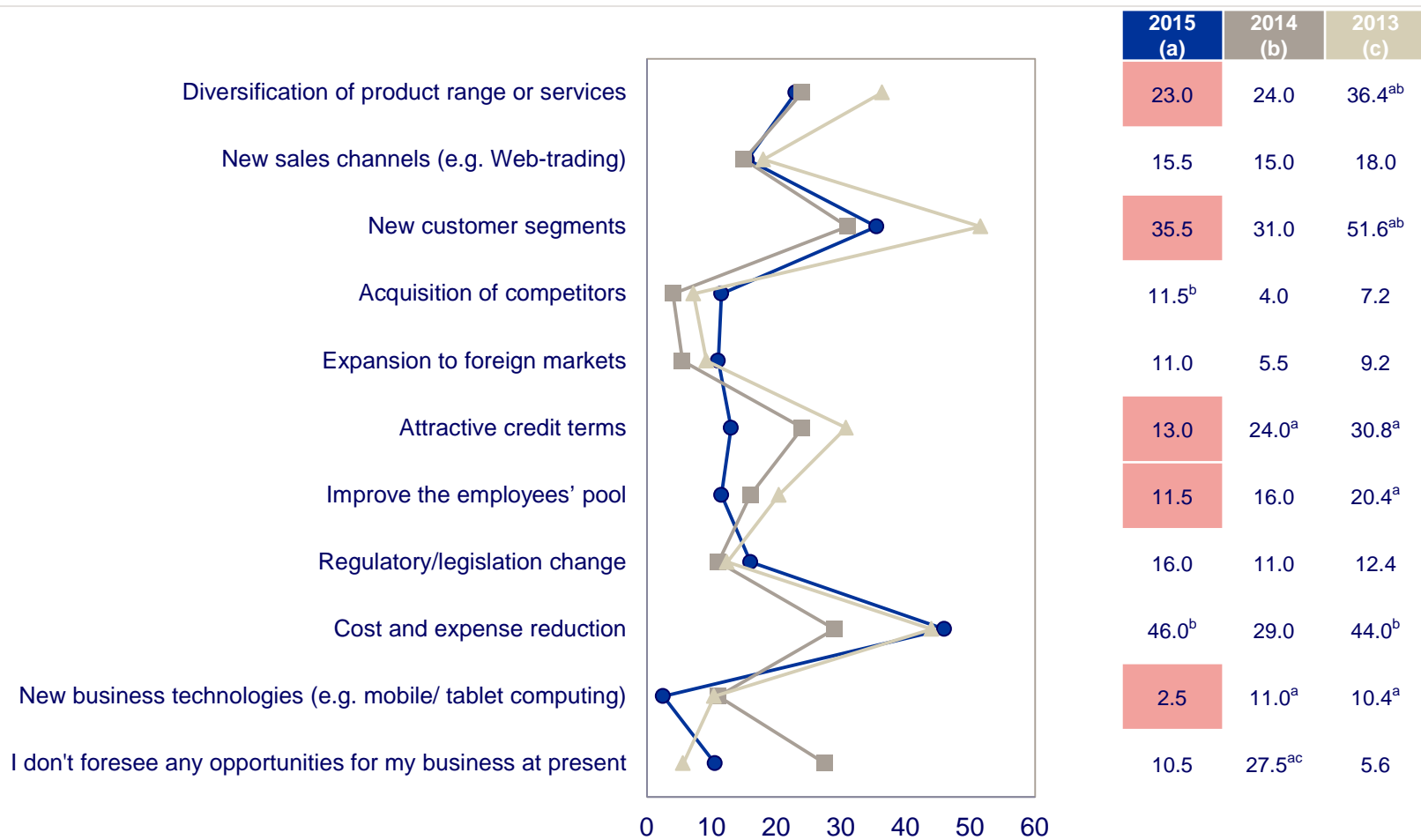


'Cost and expense reductions' are considered the largest opportunity this year for SMEs in Brazil

Biggest opportunities for small and medium enterprises / statistics in %



Brazil



Q2: Which of the following do you view as the biggest opportunities for your business at present? Please select up to three answers. Base: n=[]

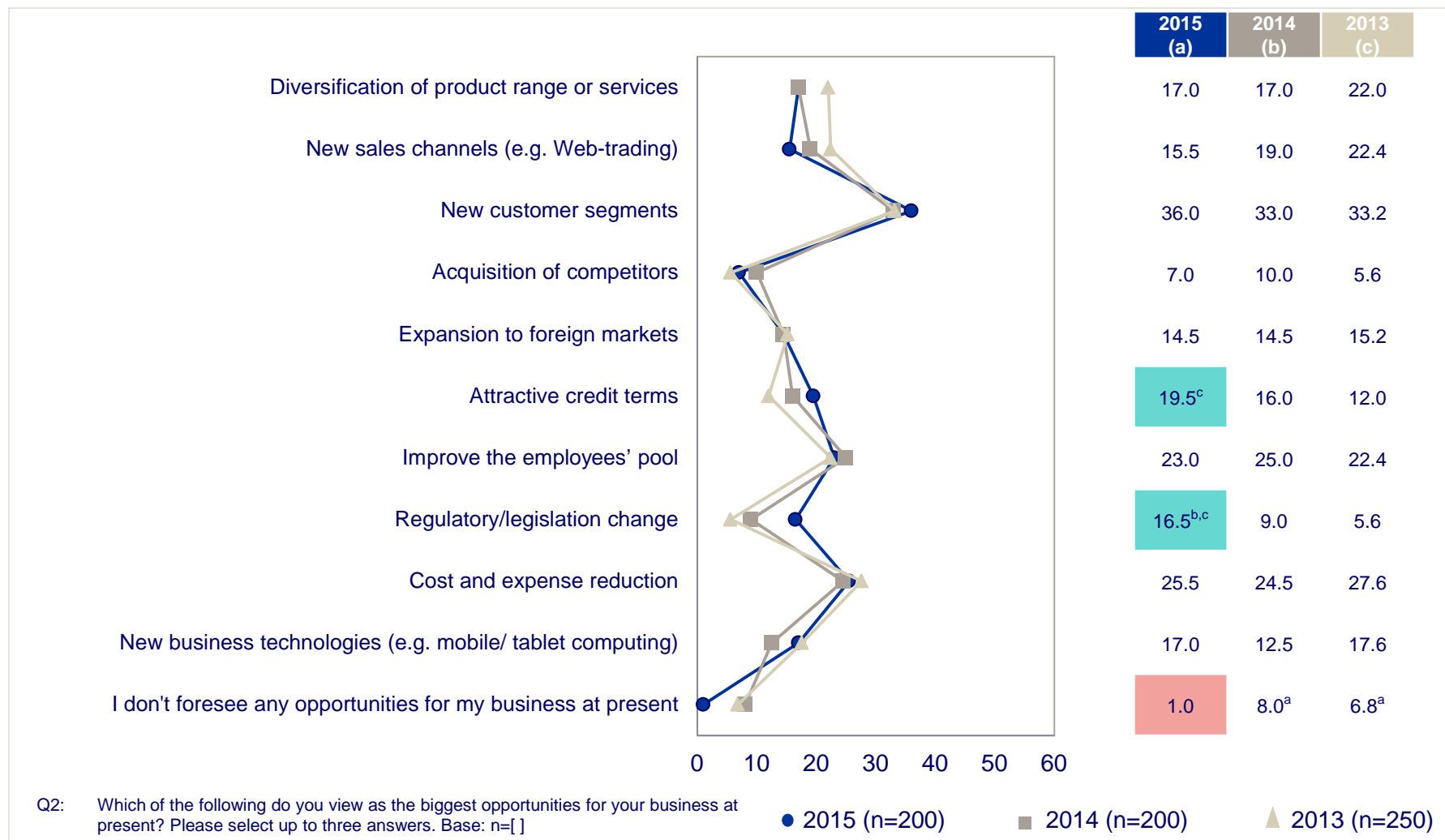
● 2015 (n=200)

■ 2014 (n=200)

▲ 2013 (n=250)

'New customer segments' are considered to be the greatest opportunity this year for SMEs in Mexico

Biggest opportunities for small and medium enterprises / statistics in %

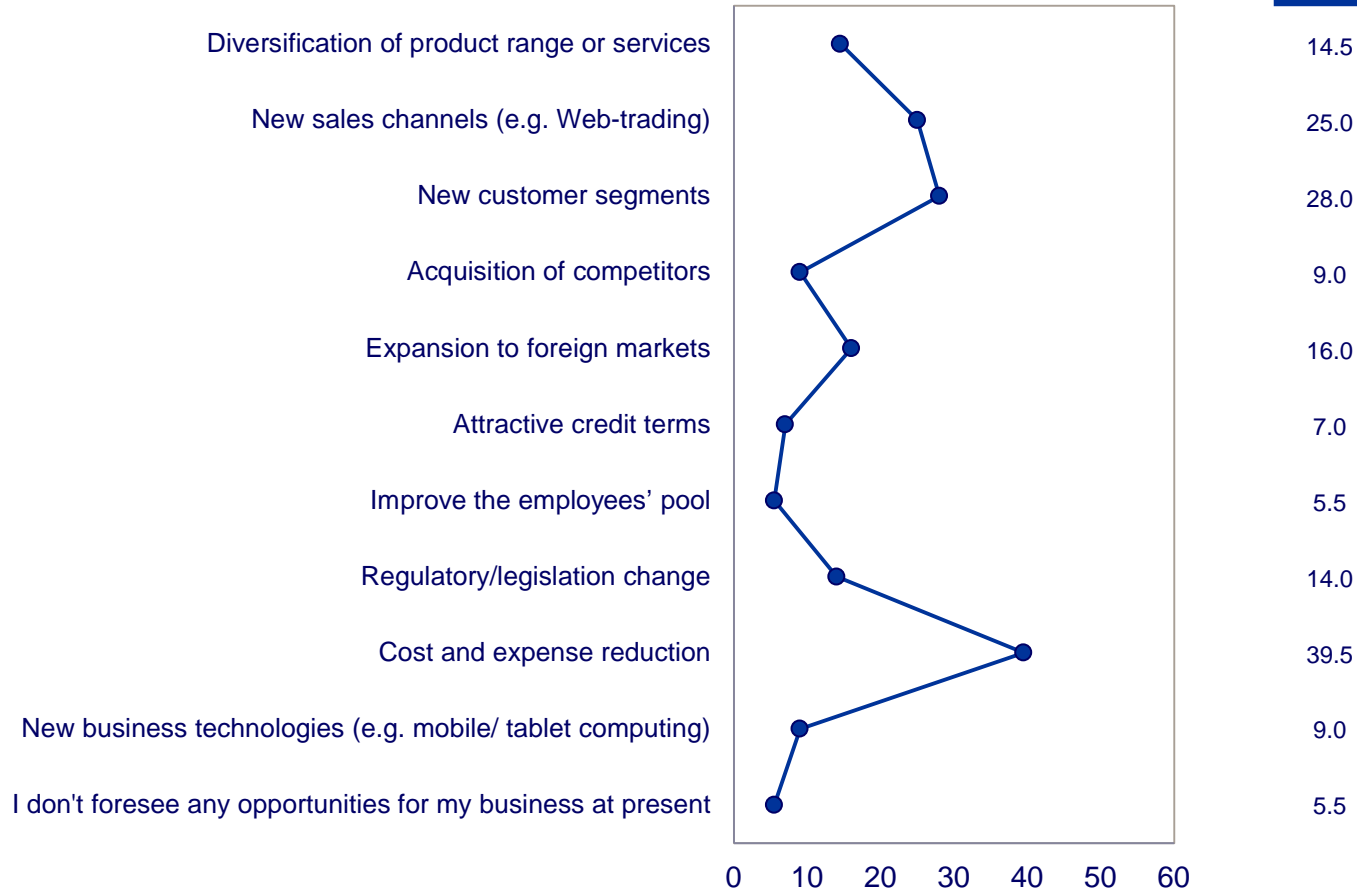


'Cost and expense reduction' is seen as the biggest opportunity by SMEs in USA

Biggest opportunities for small and medium enterprises / statistics in %



2015



Q2: Which of the following do you view as the biggest opportunities for your business at present? Please select up to three answers. Base: n=[]

● 2015 (n=200)

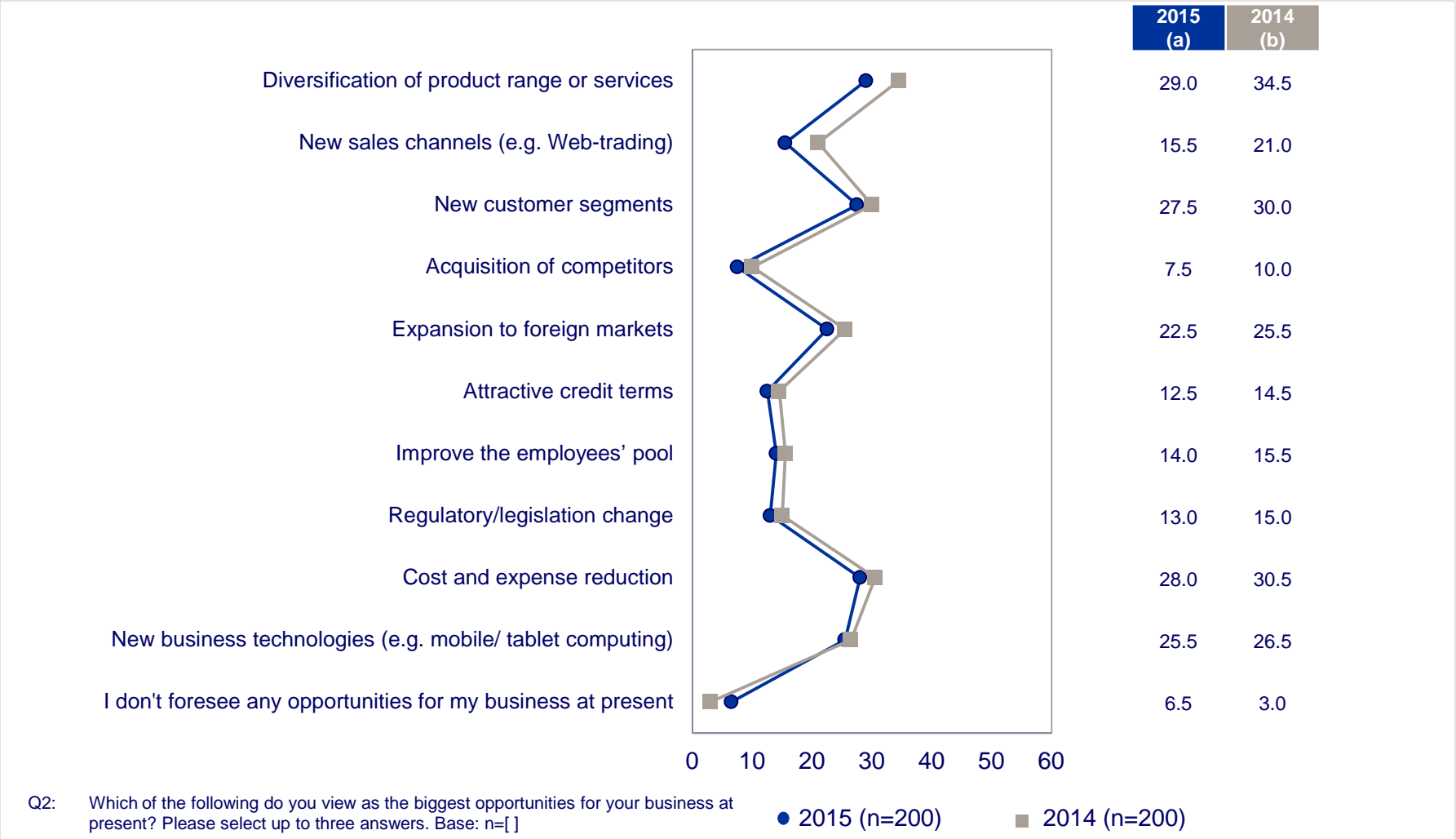
SMEs in Morocco see a variety of business opportunities



Biggest opportunities for small and medium enterprises / statistics in %



Morocco

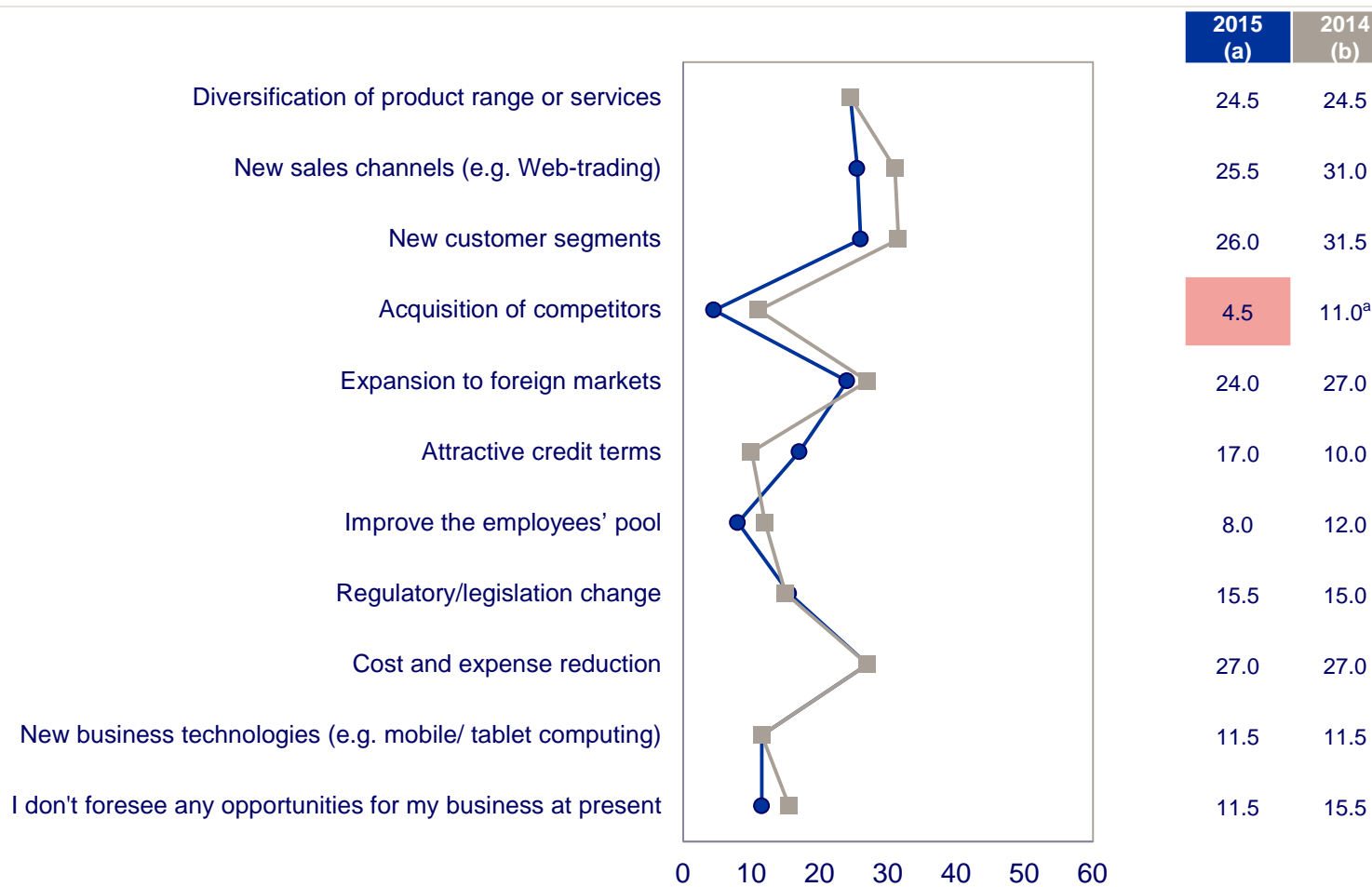


SMEs in Turkey see a variety of business opportunities

Biggest opportunities for small and medium enterprises / statistics in %



Turkey



Q2: Which of the following do you view as the biggest opportunities for your business at present? Please select up to three answers. Base: n=[]

● 2015 (n=200)

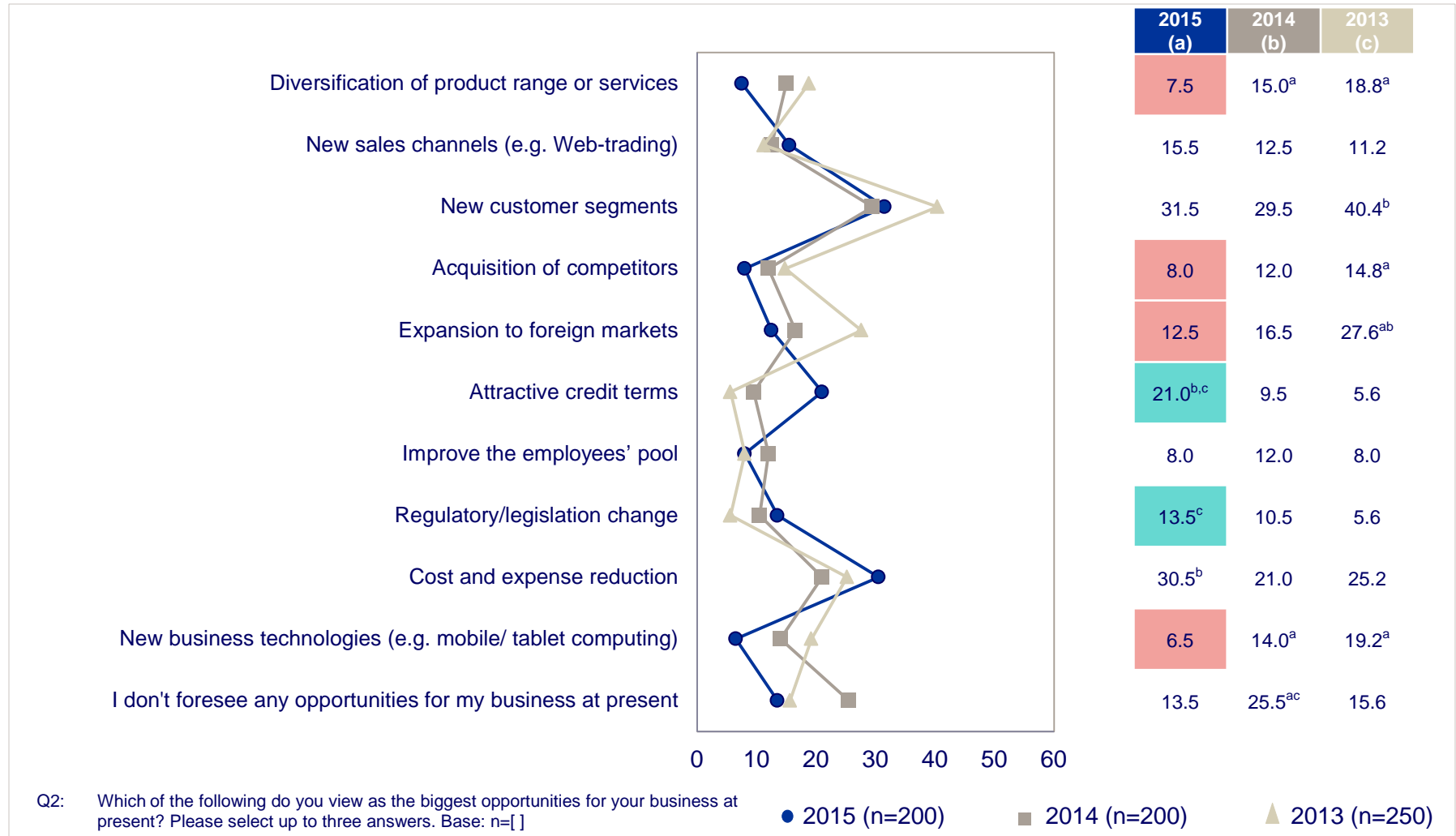
■ 2014 (n=200)

'New customer segments' and 'cost and expense reduction' are rated as the greatest opportunities in 2015 for the UAE

Biggest opportunities for small and medium enterprises / statistics in %



UAE

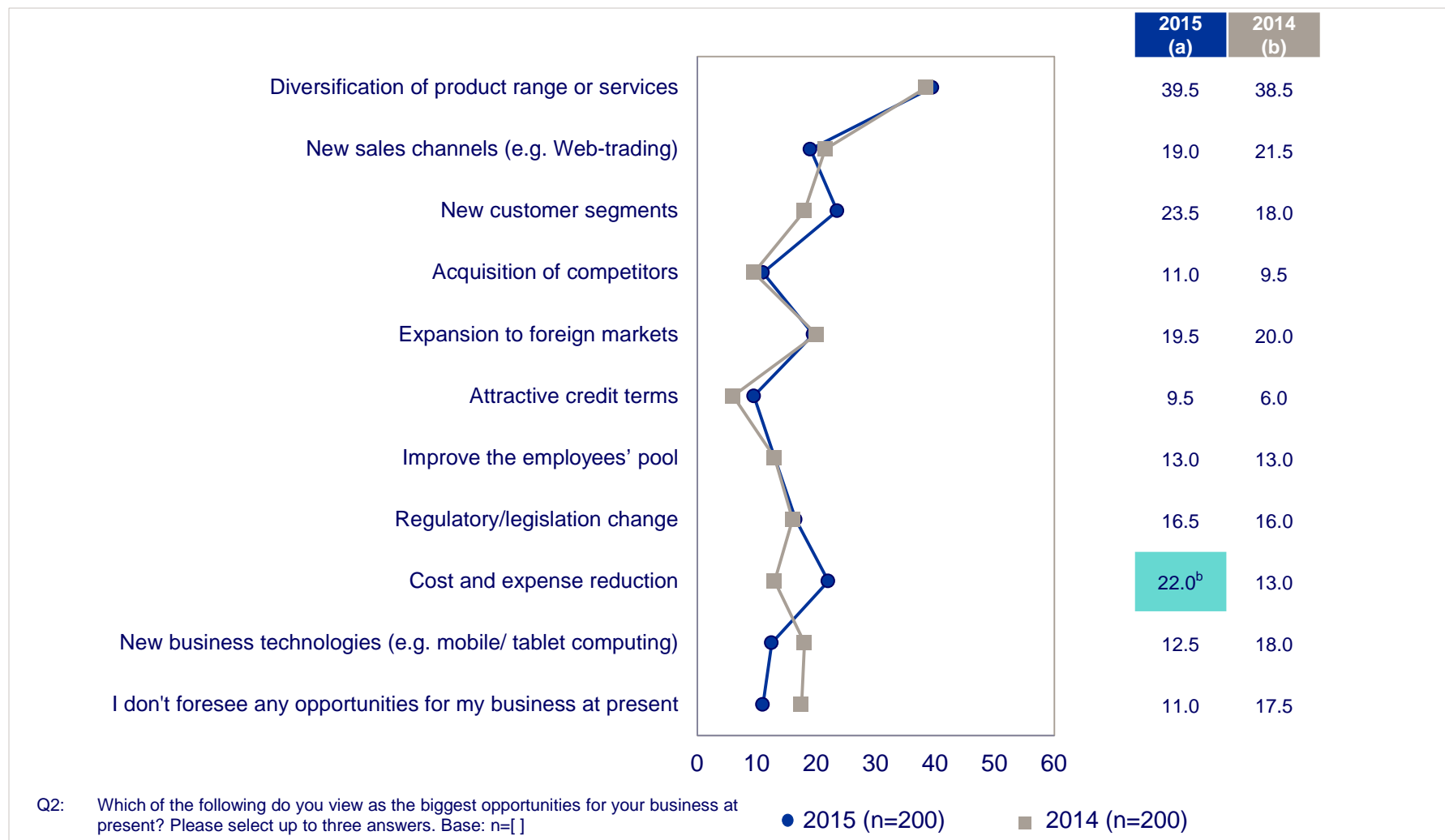


'Diversification of product ranges and services' represents an important opportunity in Hong Kong

Biggest opportunities for small and medium enterprises / statistics in %

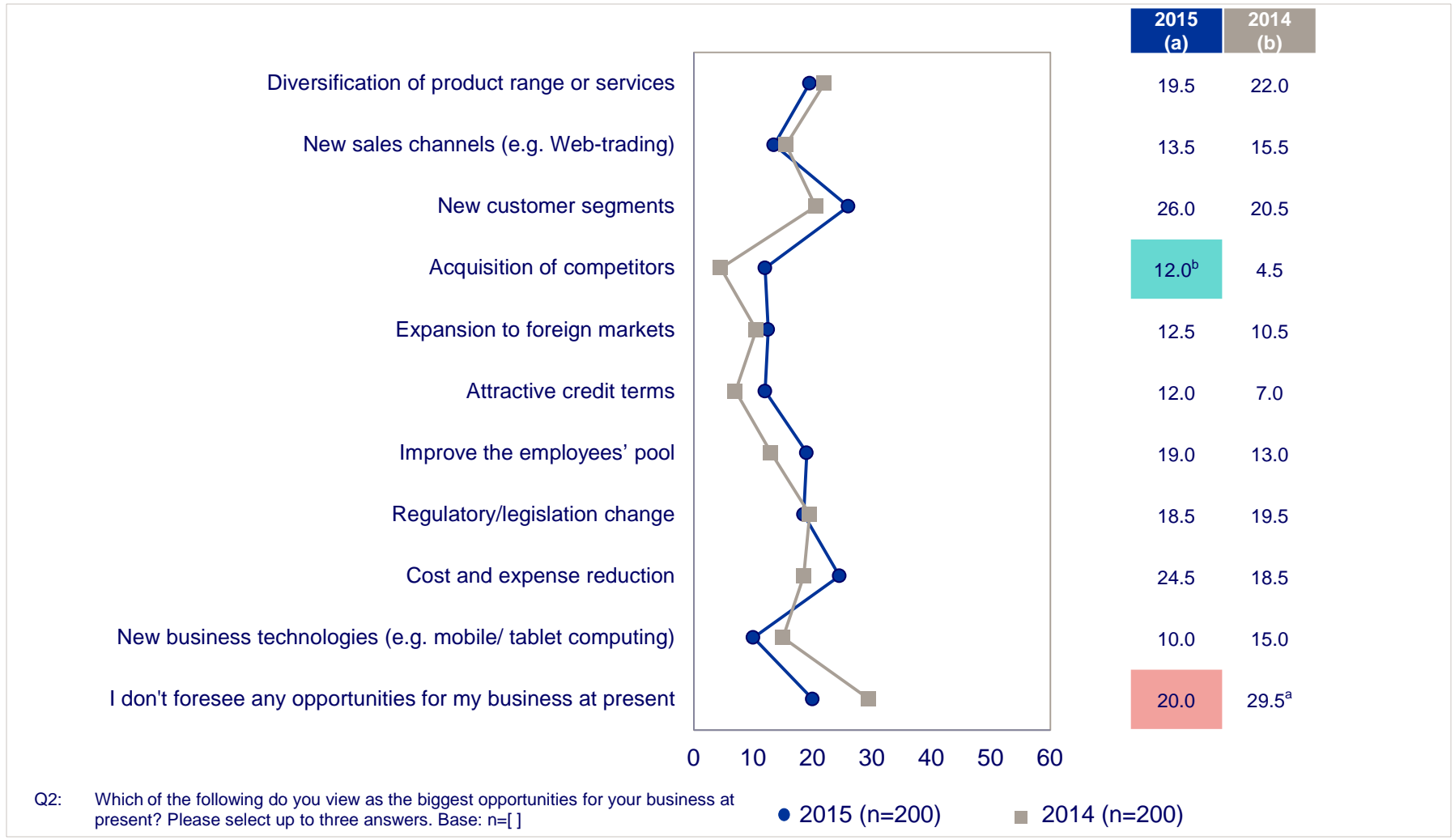


Hong Kong



Optimism is increasing again among SMEs in Malaysia

Biggest opportunities for small and medium enterprises / statistics in %



Appendix: Sample structure

Biggest opportunities for small and medium enterprises in 2015



Sample structure

Function and full-time employees

Biggest opportunities for small and medium enterprises in 2015

Distribution in % (n=200 per country)







	Europe							Latin America	
									
	CH	Austria	Germany	Ireland	Italy	Portugal	Spain	Brazil	Mexico
Function									
CEO/Owner	45.0	64.5	60.5	41.5	67.0	47.0	42.0	40.5	44.0
CFO/Treasurer	22.5	13.5	15.0	15.5	15.5	12.0	21.0	21.0	15.0
COO/Head of operations	18.5	17.5	15.5	16.0	15.5	14.5	20.0	15.5	27.0
General Manager	14.0	4.5	9.0	27.0	2.0	26.5	17.0	23.0	14.0
Full-time employees									
0 employees	2.5	3.0	1.5	0.5	3.0	0.0	5.0	0.0	0.0
1 to 9 employees	47.5	57.0	28.5	34.5	50.0	50.0	45.0	35.5	31.0
10 to 19 employees	24.0	21.5	29.0	26.0	23.0	19.5	23.5	33.5	20.0
20 to 49 employees	7.5	4.0	11.0	9.0	8.5	11.0	7.0	7.5	10.0
50 to 99 employees	13.5	10.0	23.0	21.5	12.5	13.0	15.0	20.0	27.5
100 to 250 employees	5.0	4.5	7.0	8.5	3.0	6.5	4.5	3.5	11.5

Sample structure

Function and full-time employees

Biggest opportunities for small and medium enterprises in 2015

Distribution in % (n=200 per country)










	North America	Middle East & Africa			APAC	
						
	USA (new 2015)	Morocco	Turkey	UAE	Hong Kong	Malaysia
Function						
CEO/Owner	38.5	59.0	50.0	41.5	46.5	29.5
CFO/Treasurer	10.0	11.5	11.5	14.0	15.5	20.0
COO/Head of operations	9.5	13.0	24.0	15.5	17.5	22.0
General Manager	42.0	16.5	14.5	29.0	20.5	28.5
Full-time employees						
0 employees	2.5	0.0	1.0	0.5	2.0	0.0
1 to 9 employees	33.5	67.5	58.5	48.0	33.5	50.0
10 to 19 employees	26.5	17.5	21.5	24.0	27.5	22.5
20 to 49 employees	12.5	4.0	9.0	7.5	12.0	7.5
50 to 99 employees	11.5	8.5	6.0	11.5	15.5	15.5
100 to 250 employees	13.5	2.5	4.0	8.5	9.5	4.5

Sample structure

Revenue and industry

Biggest opportunities for small and medium enterprises in 2015

Distribution in % (n=200 per country)







	Europe							Latin America	
									
	CH	Austria	Germany	Ireland	Italy	Portugal	Spain	Brazil	Mexico
Revenue									
Up to 2 Million EUR	32.0	57.5	41.0	41.0	48.0	37.0	47.5	28.0	32.5
More than 2 to 5 Million EUR	17.0	12.5	20.0	16.5	13.5	13.5	17.5	21.0	15.5
More than 5 to 10 Million EUR	13.0	7.0	9.5	11.0	9.0	10.0	5.0	7.0	9.0
More than 10 to 50 Million EUR	3.0	4.0	4.5	4.5	3.5	4.0	0.5	0.0	7.5
More than 50 Million EUR	0.5	1.0	2.0	1.5	0.5	0.5	0.0	0.0	0.5
Industry									
Agriculture	2.5	1.5	5.5	4.5	4.5	4.5	9.5	10.5	7.0
Manufacturing and construction	9.5	8.5	13.5	11.5	7.0	8.5	10.5	7.0	12.0
Wholesale and retail trade	15.0	13.0	14.5	12.5	8.0	9.0	11.0	18.5	17.0
Information and communication	7.0	9.0	8.5	6.5	5.0	3.0	4.0	7.0	4.0
Financial activities (including insurance)	4.0	9.5	13.0	8.0	13.5	6.0	4.0	2.5	3.5
Administrative and support service	6.0	6.0	3.5	4.5	2.5	3.0	4.0	2.0	4.0
Public administration	5.5	4.5	3.5	2.0	3.5	1.0	4.0	2.0	2.5
Transport and storage	7.5	4.5	5.0	7.0	3.0	14.5	5.0	10.0	5.0
Accommodation and food service	9.5	26.5	9.5	18.5	24.0	17.5	12.0	16.0	24.5
Consumer services	22.5	8.5	7.0	15.5	15.0	8.0	24.0	12.0	16.5
Other service activities	11.0	8.5	16.5	9.5	14.0	25.0	12.0	12.5	4.0

Sample structure

Revenue and industry

Biggest opportunities for small and medium enterprises in 2015

Distribution in % (n=200 per country)

	North America	Middle East & Africa			APAC	
						
	USA (new 2015)	Morocco	Turkey	UAE	Hong Kong	Malaysia
Revenue						
Up to 2 Million EUR	29.0	46.5	54.5	40.5	32.5	33.5
More than 2 to 5 Million EUR	11.0	9.5	5.5	15.5	25.5	22.0
More than 5 to 10 Million EUR	6.0	11.5	7.5	7.0	6.5	7.0
More than 10 to 50 Million EUR	7.5	2.0	2.0	6.0	2.5	2.0
More than 50 Million EUR	1.5	0.5	1.0	0.0	2.0	0.5
Industry						
Agriculture	3.0	1.0	3.5	2.5	0.0	2.5
Manufacturing and construction	18.0	18.0	10.5	4.0	10.5	6.0
Wholesale and retail trade	20.5	14.5	13.5	16.0	6.0	17.0
Information and communication	8.0	21.5	15.5	5.0	3.0	2.0
Financial activities (including insurance)	12.5	8.5	7.5	8.5	21.5	12.0
Administrative and support service	2.0	4.0	2.5	5.5	8.0	5.0
Public administration	2.0	2.5	2.0	2.5	10.5	4.5
Transport and storage	9.5	13.0	17.5	13.0	7.5	11.0
Accommodation and food service	10.5	8.5	21.0	27.0	9.5	21.0
Consumer services	5.0	5.0	3.0	12.0	1.5	7.0
Other service activities	9.0	3.5	3.5	4.0	22.0	12.0