

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

Survey report USA

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Group Marketing & Communications Insights



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Biggest opportunities for small and medium enterprises in 2015

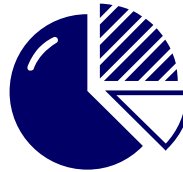


Method



Telephone Interviews (CATI)
Average length: 6 minutes

Sample structure



200 interviews, 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

Illustrative example

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

2015 (a)	2014 (b)	2013 (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

Management Summary

Biggest opportunities for small and medium enterprises in 2015

Cost and expense reduction applies as the biggest opportunity for SMEs in USA



SMEs in the US identify several favorable opportunities:

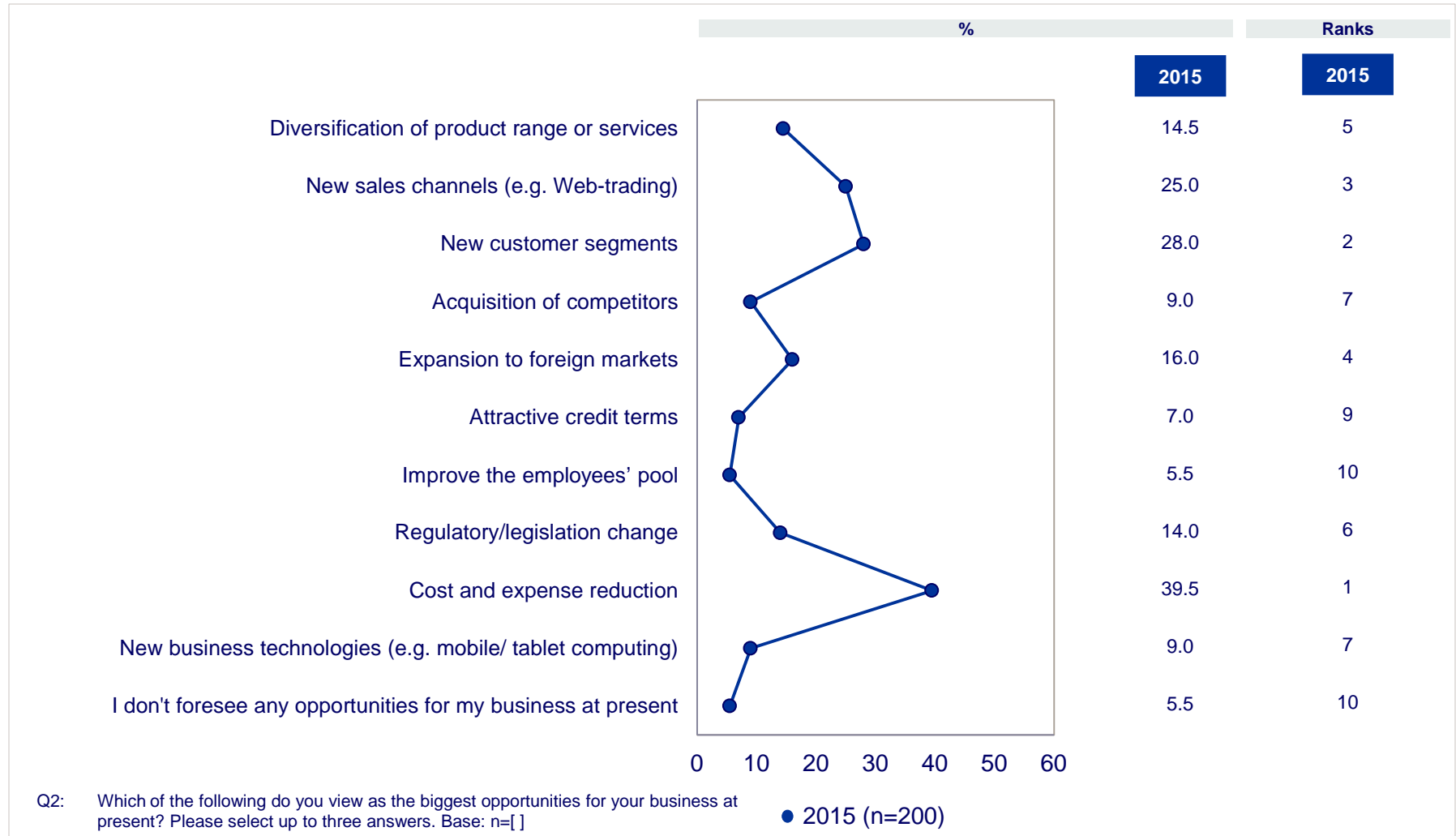
Cost reduction comes first as the biggest opportunity clearly ahead of **New customer segments** and **new sales channels** (e.g. web-trading).

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

Biggest opportunities for small and medium enterprises / statistics in %



USA



Sample structure



Function and full-time employees, revenue and industry

Biggest opportunities for small and medium enterprises in 2015

Distribution in % (n=200 per country)



USA

	North America		North America
			
	USA (new 2015)		USA (new 2015)
Function		Revenue	
CEO/Owner	38.5	Up to 2 Million EUR	29.0
CFO/Treasurer	10.0	More than 2 to 5 Million EUR	11.0
COO/Head of operations	9.5	More than 5 to 10 Million EUR	6.0
General Manager	42.0	More than 10 to 50 Million EUR	7.5
		More than 50 Million EUR	1.5
Full-time employees		Industry	
0 employees	2.5	Agriculture	3.0
1 to 9 employees	33.5	Manufacturing and construction	18.0
10 to 19 employees	26.5	Wholesale and retail trade	20.5
20 to 49 employees	12.5	Information and communication	8.0
50 to 99 employees	11.5	Financial activities (including insurance)	12.5
100 to 250 employees	13.5	Administrative and support service	2.0
		Public administration	2.0
		Transport and storage	9.5
		Accommodation and food service	10.5
		Consumer services	5.0
		Other service activities	9.0