

Key risks for small and medium enterprises (SMEs) in 2015

Survey report USA

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Group Marketing & Communications Insights



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Key risks for small and medium enterprises in 2015

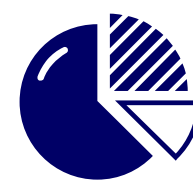


Method



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

	2015 (a)	2014 (b)	2013 (c)
Throughout the report, significant differences (95% confidence level) are highlighted through Letter Codes which indicate the comparison data set	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

Key risks for small and medium enterprises in 2015

The main concerns of SMEs in USA are a lack of consumer demand, high competition and dumping prices

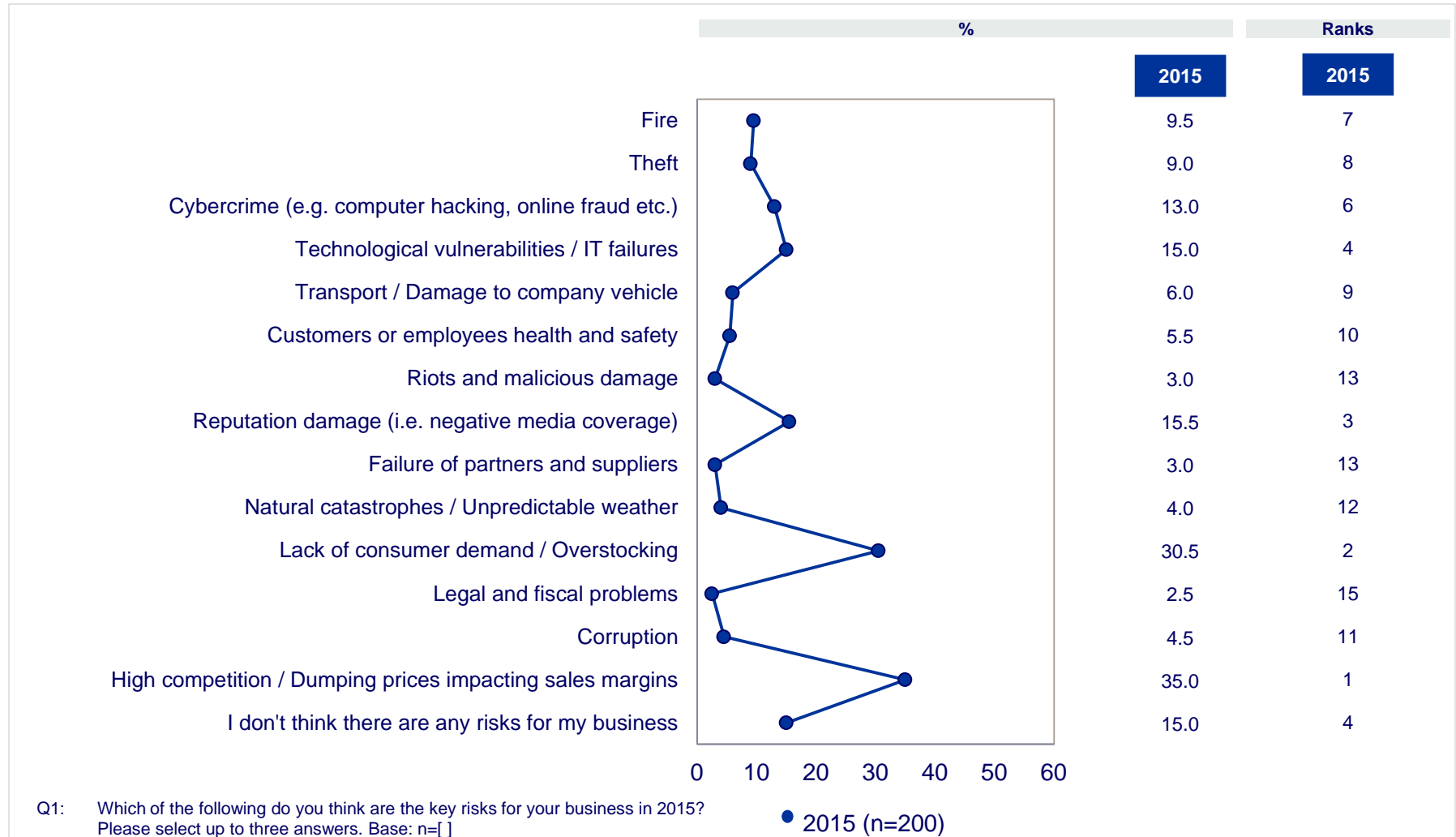


The two major concerns of SMEs in the US are a **Lack of consumer demand** and **high competition / dumping prices**.

Legal and fiscal problems are rated very low and ranked on last position.

The main concerns of SMEs in USA are a Lack of consumer demand and high competition/dumping prices

Key risks for small and medium enterprises



Sample structure



Function and full-time employees, revenue and industry

Key risks 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