



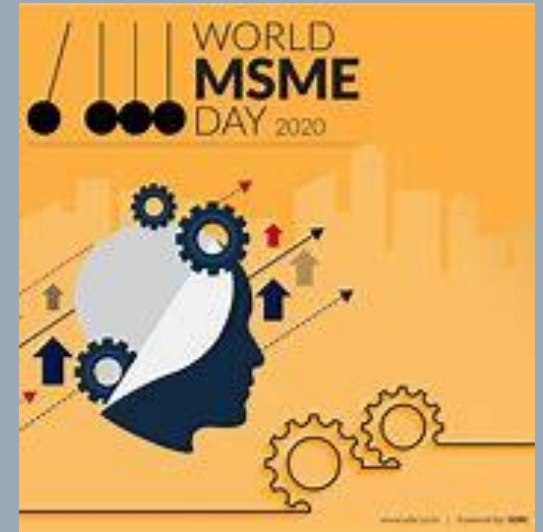
# Utilizing Innovative Strategies and market Intelligence

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FOR MSME ADAPTABILITY IN A DYNAMIC ENVIRONMENT

**Presented by: Jacqueline Emmanuel Flood**  
Director of The Division Of Economic Affairs and Regional Integration  
OECS Commission

# *Finding Solutions to MSME Challenges*



*THEME FOR INTERNATIONAL MSME DAY 2019*

# The main challenges for MSMEs

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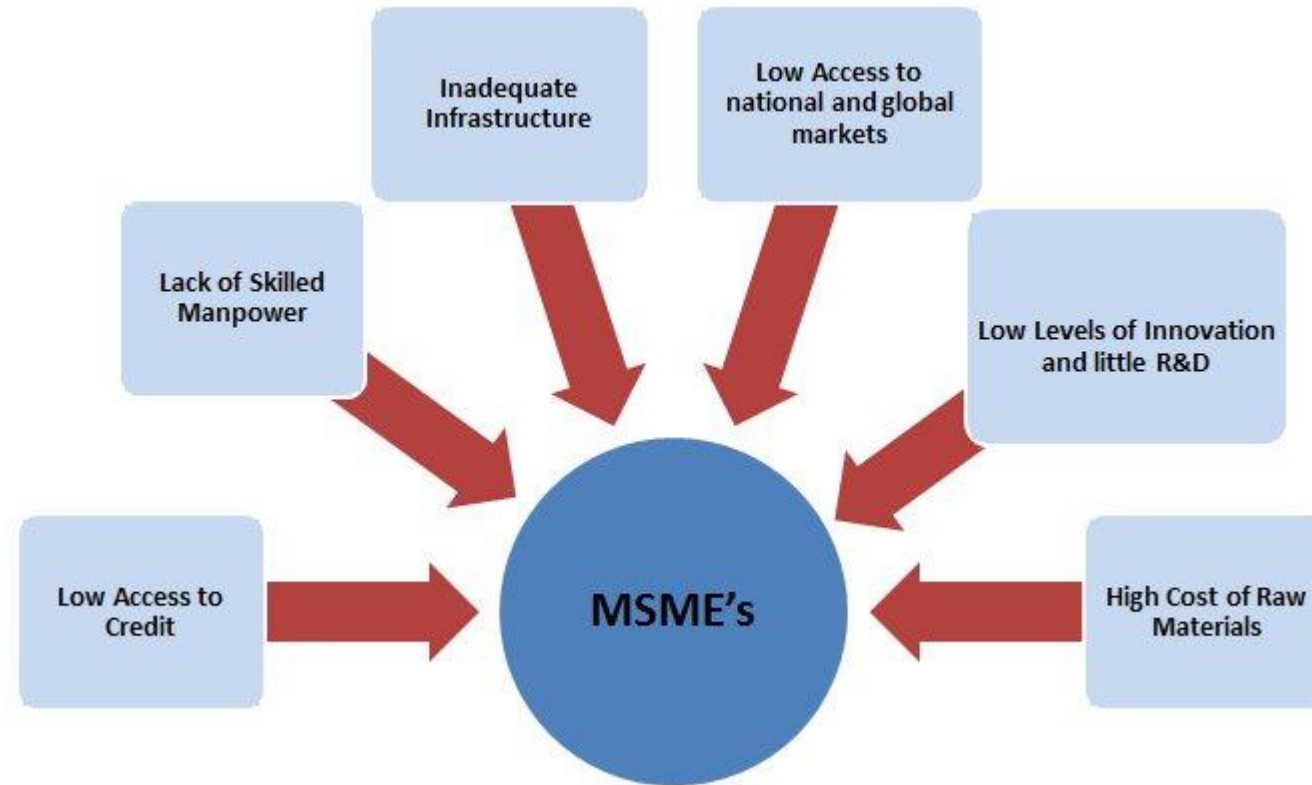
WORKING  
CAPITAL &  
ACCESS TO  
CREDIT



SHIPPING &  
LOGISTICS

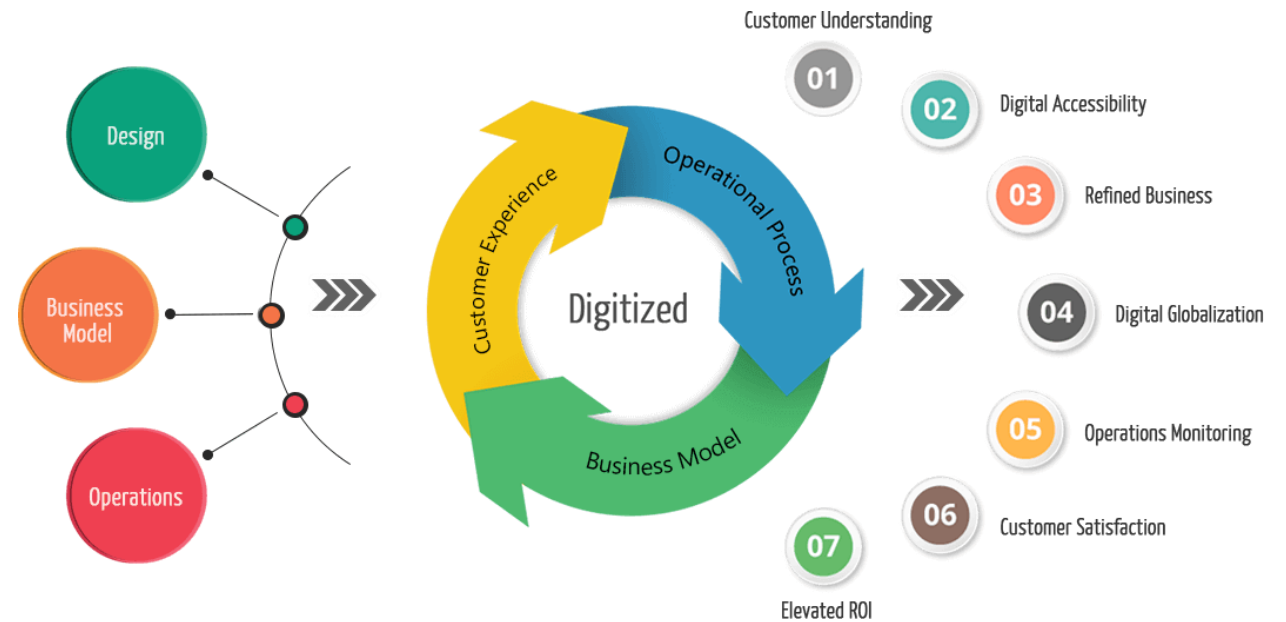


SKILL  
DEVELOPMENT



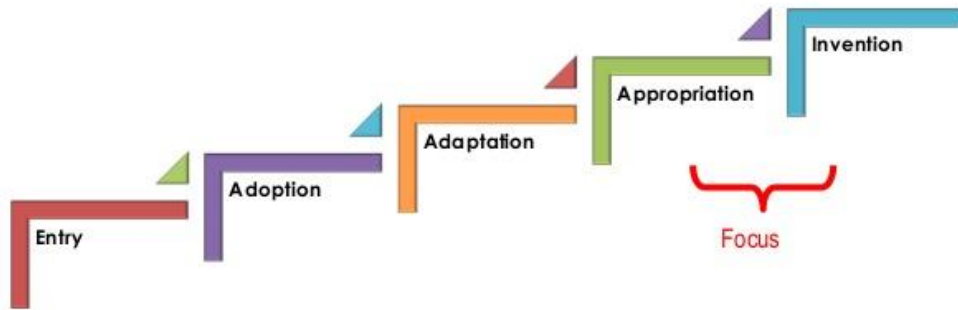
# Digital Transformation

The rise of social media, mobile internet access, cloud computing and digital finance provide inexpensive and easy access to information, thereby creating new delivery channels and causing disruptive changes in the global Business environment

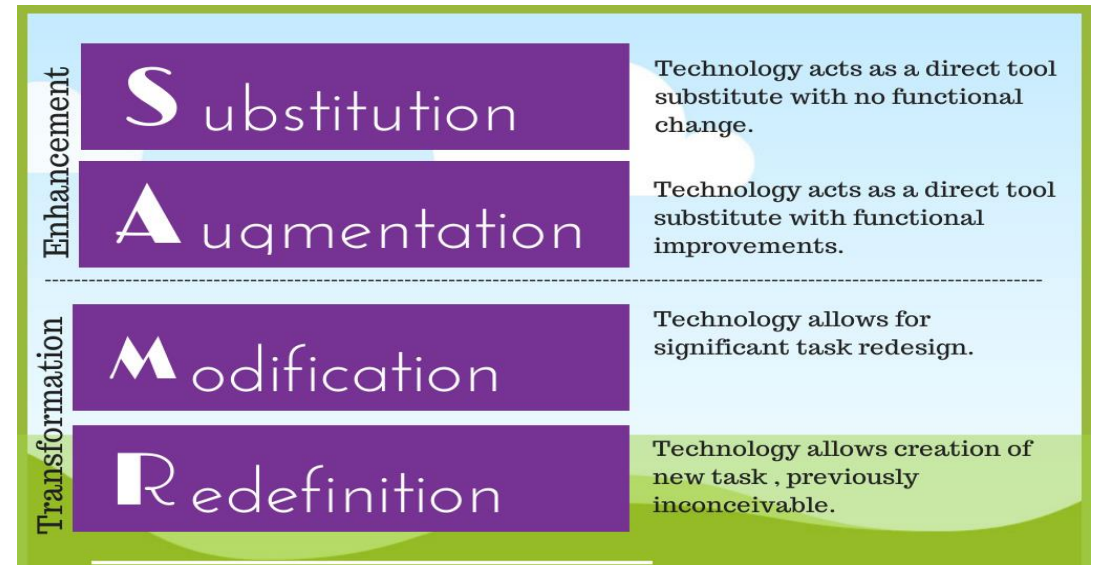


# Moving Forward -Technology Adaption

## Stages of Technology Integration 10 Year Study 1 to 1 (Sandholtz, Ringstaff, & Dwyer, 1997)



The technology adoption lifecycle is a sociological model that describes the adoption or acceptance of a new product or innovation,.





## E - COMMERCE

buying and selling of goods or services using the internet



# Risk Readiness- Preparing for the Unimagined

Risk is any issue or development that impacts an organization's ability to achieve its objectives. These come in a multitude of forms- from global financial crashes to pandemics, earthquakes and sudden waves of immigration



MSMEs must adopt resilience measures:

- ✓ Governance
- ✓ Leadership
- ✓ Strategies
- ✓ Structures
- ✓ Resources
- ✓ Processes





# Market intelligence

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is the information relevant to a company's market - trends, competitor and customer (existing, lost and targeted) monitoring, gathered and analyzed specifically for the purpose of accurate and confident decision-making in determining strategy in areas such as market opportunity, market penetration strategy, and market development.



