Utilizing Innovative Strategies and market Intelligence

FOR MSME ADAPTABILITY IN A DYNAMIC ENVIRONMENT

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Finding Solutions to MSME Challenges

THEME FOR INTERNATIONAL MSME DAY 2019
The main challenges for MSMEs

- 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.
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
Plugging into –Regional and Global value Chains

Consumer behavior is increasingly influenced using Apps, social media, online research and internet searches.

High growth rates and favorable demographics in rapid growth markets are likely to continue e.g. Africa

REGIONAL opportunities brought on by the global COVID 19 pandemic

MSMEs must build relevant capabilities and to harness these unique internationalization opportunities within their region and globally.
Risk is any issue or development that impacts an organization’s ability to achieve its objectives. These come in a multitude of forms—global financial crashes to pandemics, earthquakes, and sudden waves of immigration.

MSMEs must adopt resilience measures:
- Governance
- Leadership
- Strategies
- Structures
- Resources
- Processes
Market intelligence

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.