

Study of small business owners, conducted for a leading financial institution

25%
cost savings

22%
time savings

WHAT WE ARE PROUD OF:

- Capturing information on small businesses' current financial scenarios, liquidity levels and most preferred methods of raising capital
- Delivering cost efficiencies, fast turnaround and consultative solutions
- Sharing advanced [dashboards](#) with the client to track progress of the research
- Providing the client with detailed reports, highlighting key insights and takeaways from the research

CLIENT CHALLENGES:

- Our client, a leading financial institution, approached us to execute a [market research](#) project on multiple line items. The client was looking at conducting market research on eight large countries in [Europe](#), North America and APAC, reaching out to decision makers and/or influencers on financial matters of companies with less than USD10m in annual turnover. The typical personnel to reach out to were presidents/chairmen, CFOs, finance directors and finance managers.

OUR APPROACH:

- Targeted companies with less than USD10m in annual turnover
- Reached out to individuals who were decision makers and/or influencers on financial matters
- Designed a questionnaire focusing mainly on current financial status, liquidity and most preferred method of raising capital
- Completed 50 interviews each in the US, Canada, the UK, Germany, France, [China](#), Hong Kong and Singapore
- Conducted 20-minute surveys via online methodology

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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contact@acuitykp.com | [acuitykp.com](https://www.acuitykp.com)

