

Small Business Banking Trends In U.S.

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Abstracts

Report Description

Small businesses operating in the U.S. currently number at 29 million; and a major portion of these require financial solutions such as cash and credit management, trade financing, payroll processing, and treasury services. Banks that successfully targeted the small business segment have earned higher net interest margin (NIM) and return on assets (ROA).

Banks trying to gain a competitive edge and a bigger share of the small business markets have to be cognizant of various behavioral, economic, regulatory, and technological challenges. Banks also need to design their product portfolio to match the specific requirements of small businesses and also determine the best channel to deliver their products.

Bankers are focusing on direct marketing to meet the high financial challenges, i.e. the cost of serving small business owners. Acknowledging that the cost of serving new customers is almost 10 times the cost of serving existing customers, most small business bankers are now involved in up-selling and cross-selling of services to existing customers. The current economic environment has changed the landscape for small businesses. Banks also need to provide them the right product at attractive cost, and learn how to evolve their risk profile to accommodate a wider audience.

'U.S. Small Business Banking Trends' is a study of small businesses using banking products and the changing trends in small business banking. The study is designed to provide insights on the behavioral aspects of the small businesses towards the banking products offered by large as well as small banks.

Scope of the report

Small Business Banking Trends In U.S.

Strategy formulation

This section seeks to provide a schematic of the marketplace under study; and to enable the report user to determine their competitiveness and positioning in the market. Through our in-depth understanding of the financial services industry, we size the market, identify the trends and drivers, and develop the right framework for strategy formulation to help users maintain or enhance their market position.

Business Model

This section seeks to identify the already existing business models; and to optimize these models in order to help FIs enter new and lucrative markets.

Vendor Selection

This section seeks to profile the companies supporting the market under study. We profile the top vendors and analyze user perspectives to help you make the best decision for your financial institution. Every report includes in-depth reviews of the top vendors.

What makes our report unique?

A strong heritage of providing cutting-edge research:

MarketsandMarkets provides clients with ground breaking marketing research. M&M's unique research methodology and expert analytical capabilities will provide you the tools to apply the best marketing practices to your Financial Institution.

Ensure that your strategy is viable:

Our study will help you examine the breadth of possibilities you may encounter when planning future strategies and product launches. It will help you create plans that are resilient enough to meet the full range of unanticipated events.

Discover new opportunities:

This market research study will forecast the future roles, uses, and acceptances of new products, services, and applications emerging in the marketplace. It will identify

opportunities where companies can get a leg up on the competition.

Key questions answered

How is the landscape of small business banking industry changing?

What is the right channel or mix of channels that will drive conversion?

Can the message position your offer better than your competition? How can the message help you keep existing customers and acquire new customers?

Is there a vertical, demographic, or workflow benefit trait that identifies the small business owner as a potential customer? For example, one such construct may be on customer value and financial value.

What process does the small business owner go through for selecting a banking product? Our unique process determines the trigger points to help you close every sale.

Who are the industry leaders and what are they doing to retain their position?

What are the major drivers and opportunities in the market?

What is the competitive outlook, what are the major tools and services, who are the major players in the market segments?

Powerful Research and analysis

The analysts working with MarketsandMarkets come from renowned publishers and market research firms globally, adding their expertise and domain understanding. We get the facts from over 22,000 news and information sources, a huge database of key industry participants and draw on our relationships with more than 900 market research companies.

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