

SMEs, where do you go from here?



**be the
business**

We asked UK SME leaders about the condition of their business as a result of the coronavirus pandemic. We wanted to know about their people, their financial position and their plans for recovery. We found four segments that capture business owner mindset and operational status.



We're hibernating

Top 3 challenges

- Precarious financial situation
- Investing to get back up and running
- Stop-start hibernation

Top 3 opportunities

- Headspace to work on the business
- Level playing field on innovation
- Crash course in cash conservation

Find out more



We're struggling by

Top 3 challenges

- Keeping cash in the business
- Cost-efficiencies and small tweaks
- Predicting customer confidence

Top 3 opportunities

- Staff loyalty as an asset to recovery
- Operational leanness
- Use your agility and pace

Find out more



We're pivoting

Top 3 challenges

- Making it sustainable in the long run
- Managing your exposure to risk
- Bringing the whole business with you

Top 3 opportunities

- You got comfy with innovation
- Go for good enough, not perfect
- Develop your senior team

Find out more



We're thriving

Top 3 challenges

- Limited time to think ahead
- New competitors crowding in
- Business owner burnout

Top 3 opportunities

- Cherry-pick your customers
- An adaptable workforce
- Making meaningful cross-sales

Find out more

Find out more about this research* and what else we're doing to support SME recovery on our dedicated business recovery hub **www.bethebusiness.com**

*April 2020, conducted by Opinium