



3,056 deaths	50,318 recovered
Hubei China	Hubei China
827 deaths	2,959 recovered
Italy	Iran
429 deaths	1,289 recovered
Iran	Guangdong China
16 deaths	1,249 recovered
Korea, South	Henan China
55 deaths	1,197 recovered
Spain	Zhejiang China
48 deaths	1,045 recovered
France France	Italy
31 deaths	999 recovered
Washington US	Hunan China
22 deaths	984 recovered
	Anhui China

SMME Outlook

Strategic Priorities for the Post-COVID-19 Economy Report

Strategic Priorities for the Post-COVID-19 Economy Report

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Background And Research Objectives



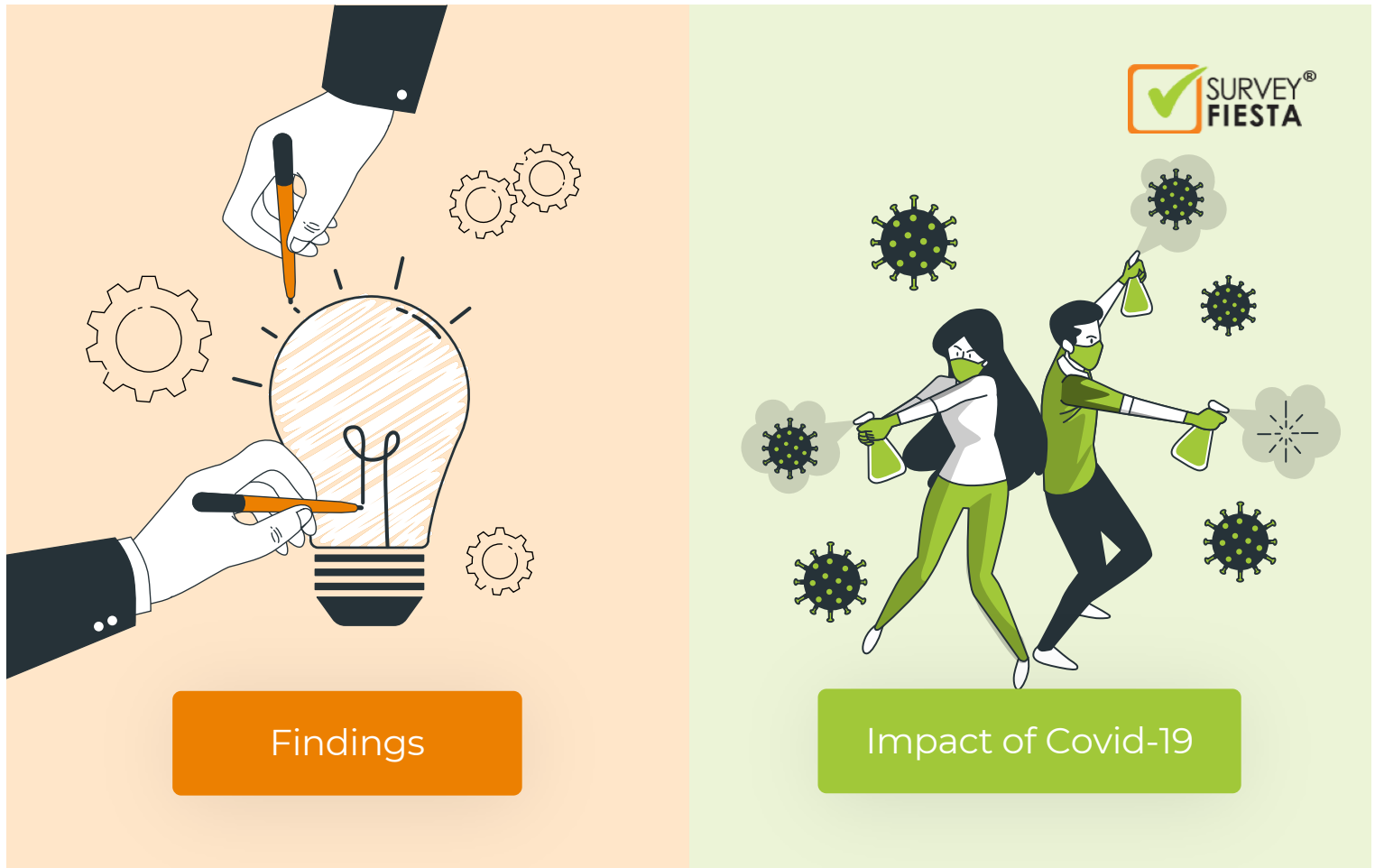
This research looks into understanding SMME organisations to mitigate the effect of the Covid-19 pandemic on business activities in the near future. The research is conducted in collaboration with SEDA, PPC, Edge Growth, Profit Share Partners, INSETA, SiMODiSA, Secha Capital, Business Financial Solutions, BEDCO, and CEDA.

Impact of
Covid-19

Response and
measures
towards Covid-19

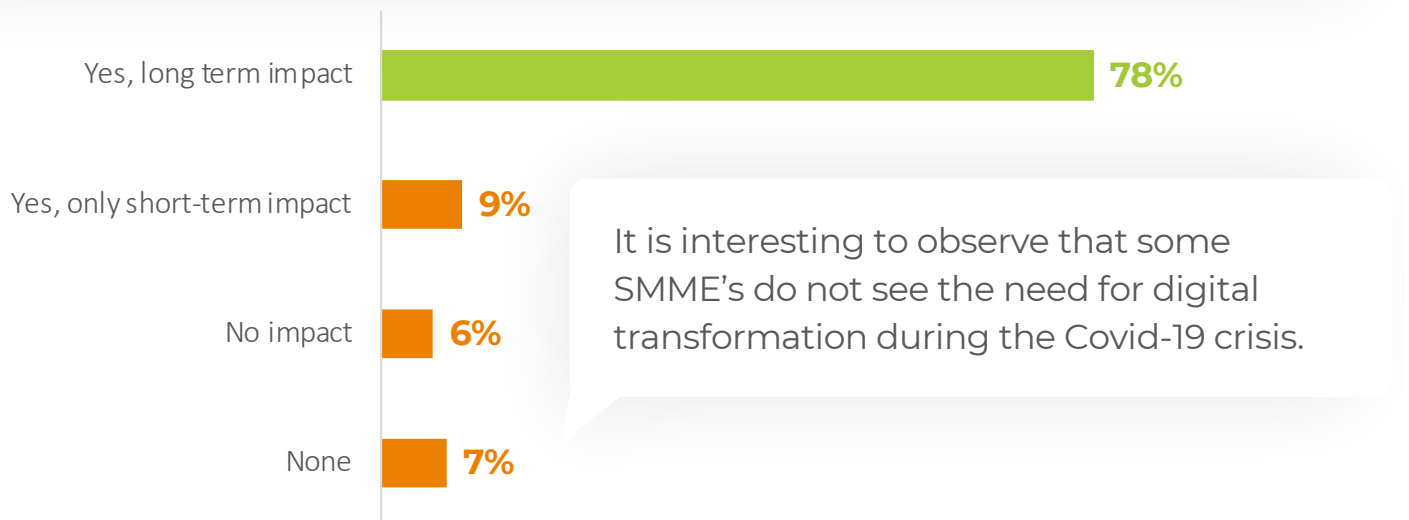
Working
remotely

Perceptions
around going
back to
“normal”



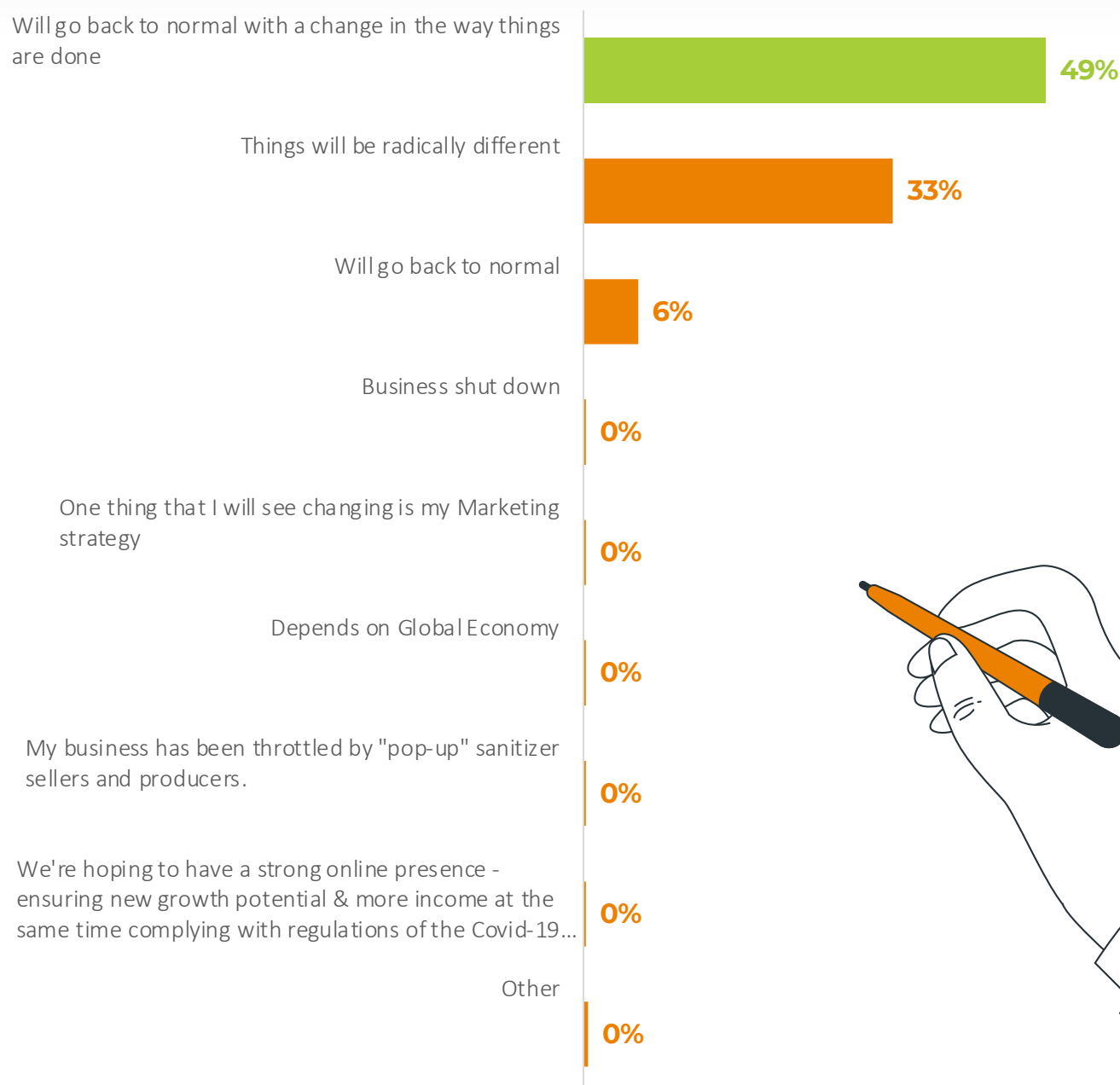
The majority of SMME businesses agree that the Covid-19 crisis has impacted their long-term need for digital transformation within businesses.

Q: Has the Coronavirus crisis impacted the need for digital transformation for businesses?



Although a third of the SMME consumers suggest that things will be radically different, the majority perceive that the country will go back to normal but with a change in the way things are done.

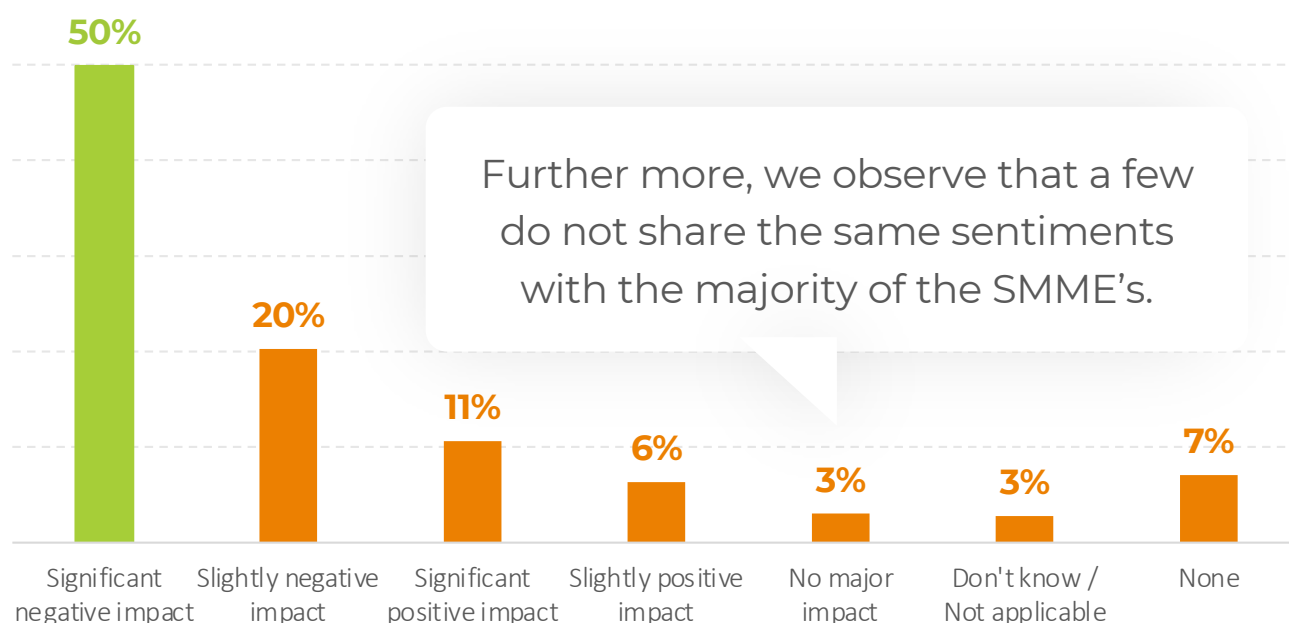
Q: How do you expect Coronavirus to impact the way your business operates in the long term?



No answer and not applicable results are not showing on this table. % can be obtained in the excel document of the table.

For most SMME's, Coronavirus has impacted their organization negatively when it comes to their financial perspective.

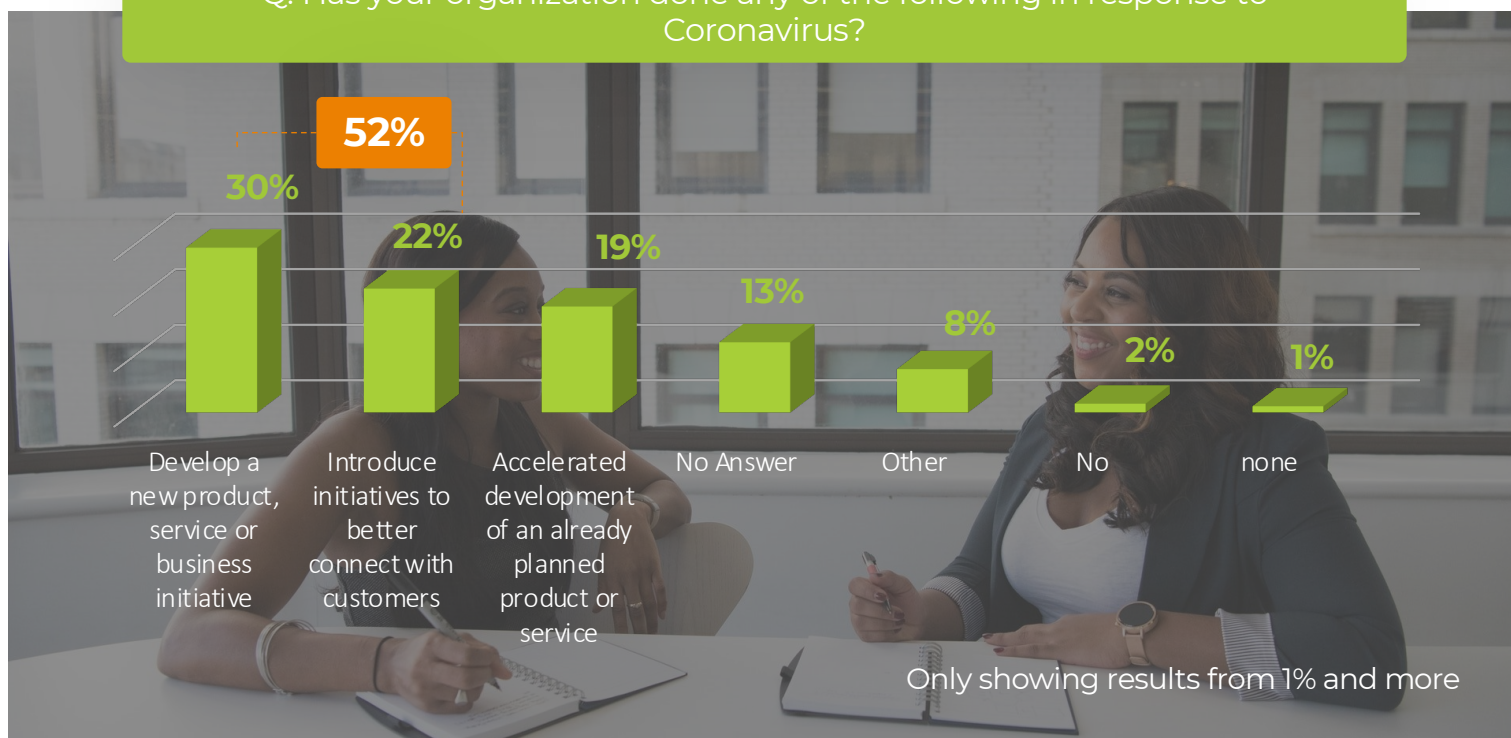
Q: From a financial perspective, what has been the overall impact of Coronavirus on your organization?



RESPONSE AND
MEASURES
TOWARDS COVID-19

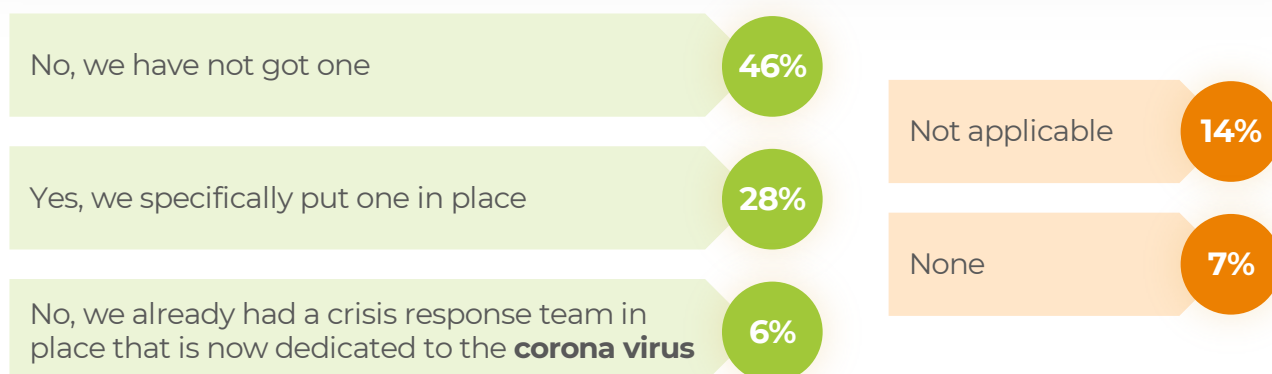
Just above half of the SMME consumers suggest that their organisation had to develop a new product/services and/or introduced initiatives to better connect with their customers as their response to the Coronavirus crisis.

Q: Has your organization done any of the following in response to Coronavirus?



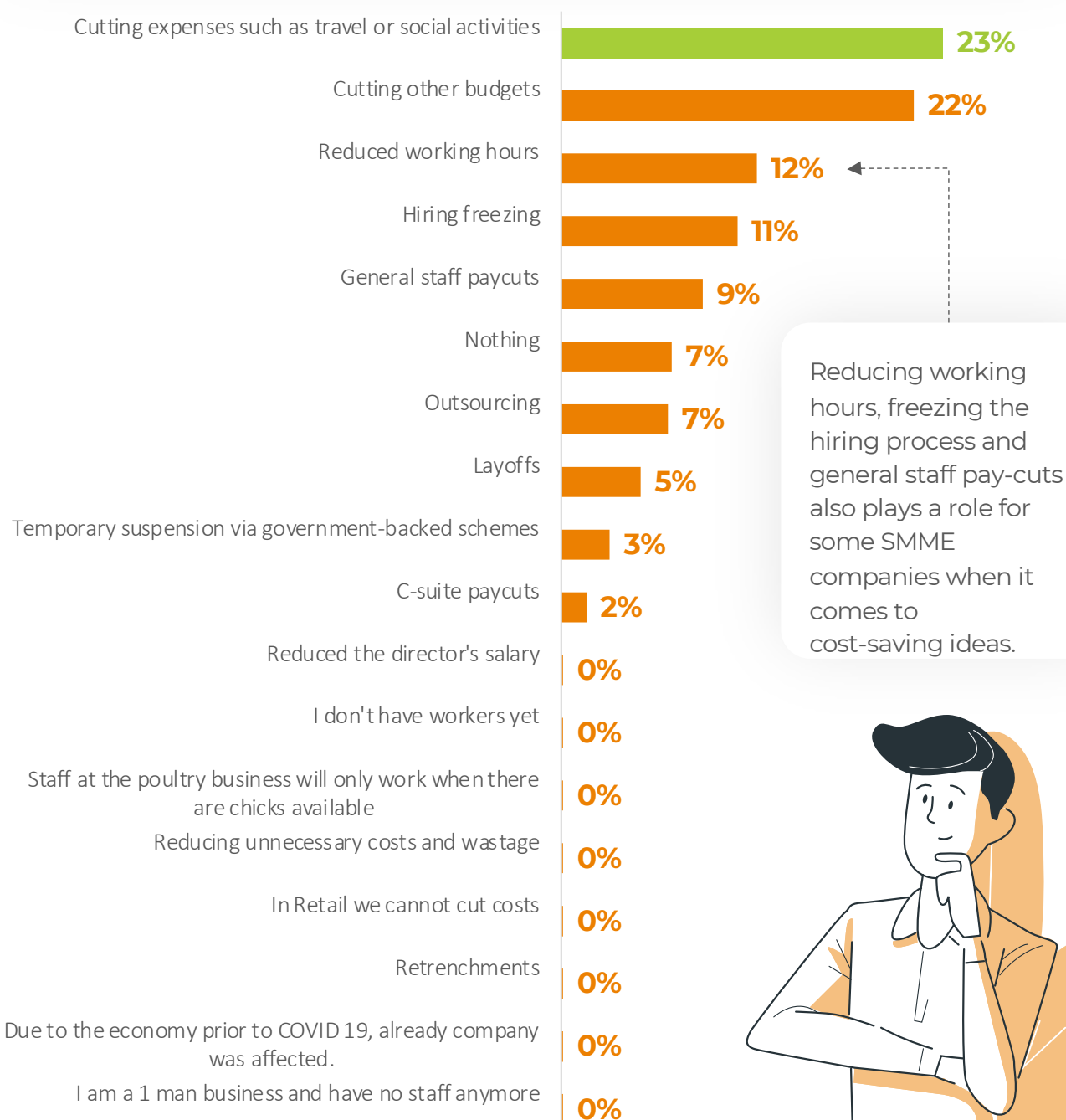
While a few of the SMME companies had to prepare a dedicated team, the majority of the SMME companies fail to share this sentiment.

Have you put in place a dedicated crisis response team (to **Corona virus**) for your business?



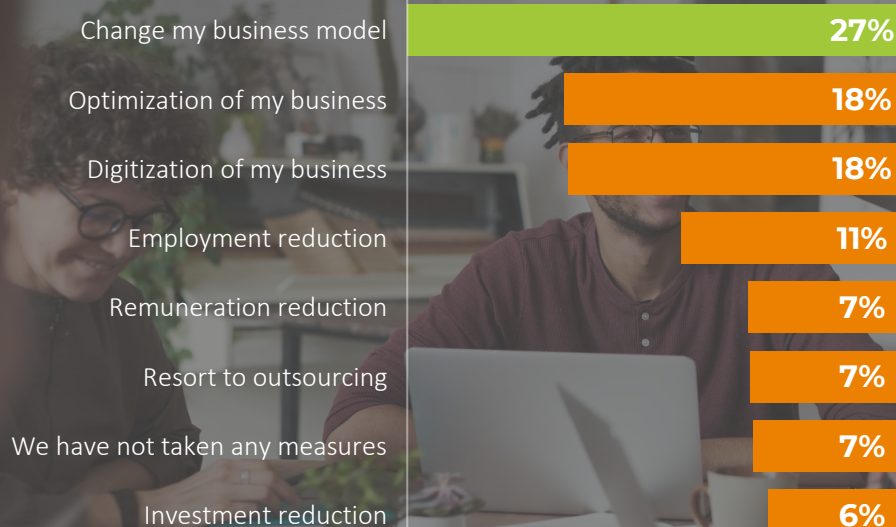
Cutting expenses such as traveling, or social activities seem to be the most adopted measure when it comes to cost-saving ideas within an organization amongst the SMME companies.

Q: Has your organisation implemented any of the following cost-saving measures?



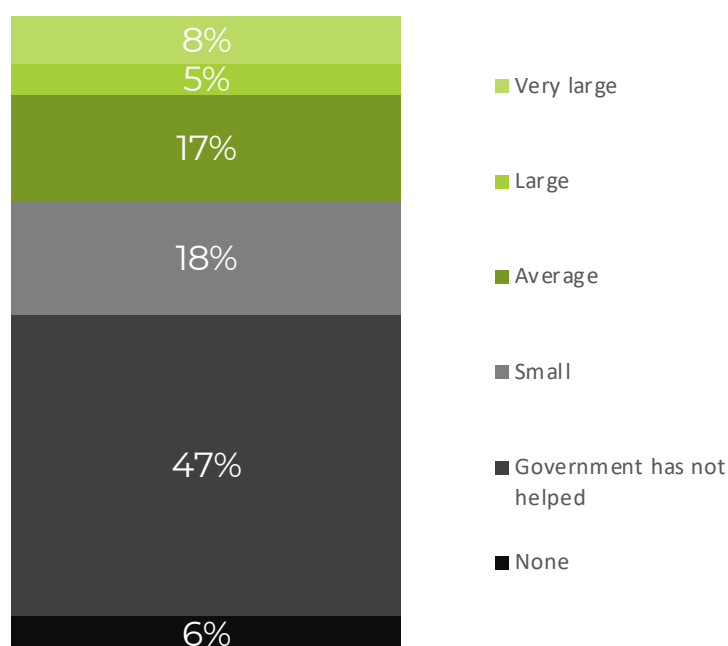
Most SMME companies are likely to change their business model, followed by optimization of their business and digitization of their business, to reduce the negative effects of Covid-19 on their businesses.

Q: What measures have you taken or plan to undertake in order to reduce the negative effects of Covid-19 on your business?



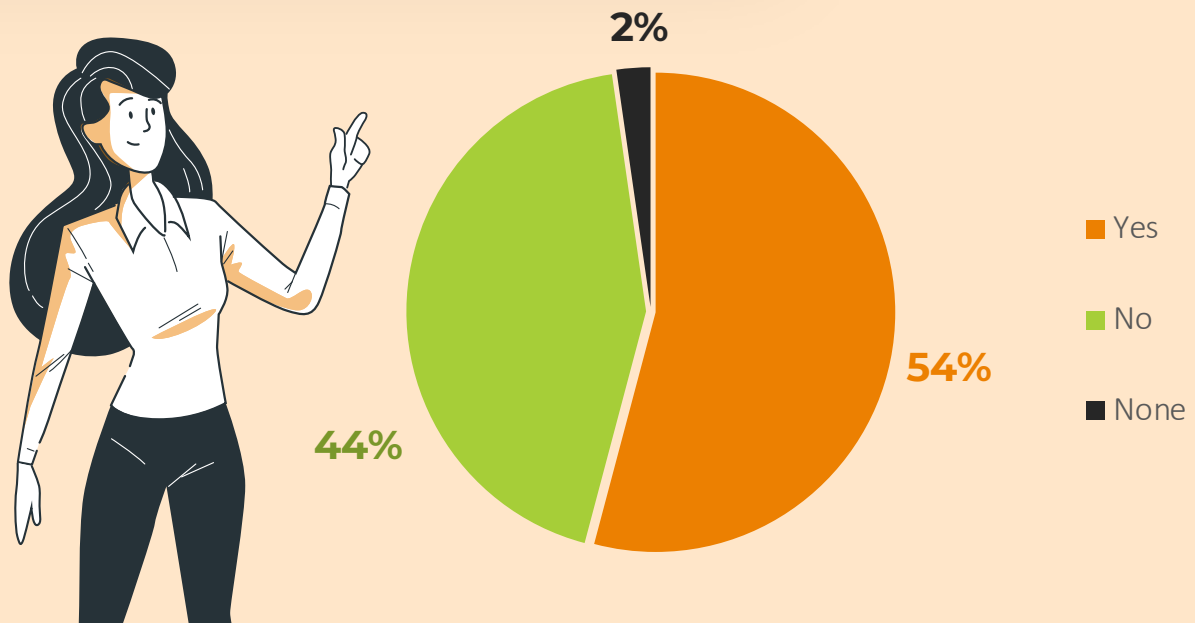
The majority of the SMME companies specified that the government has not helped them cope with the negative effect of the Covid-19 crisis on their business...

To what extent has the government aid helped you to deal with the negative effects of Covid-19 on your business?



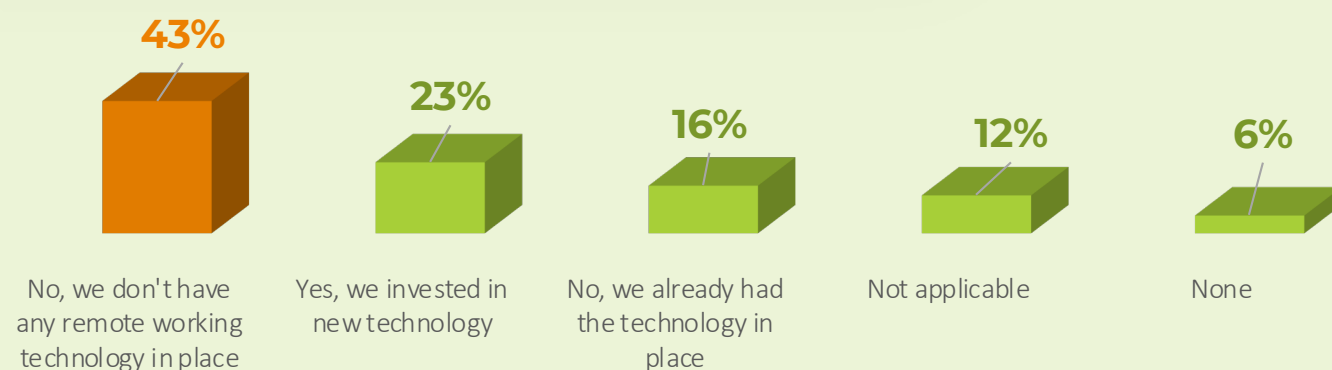
...thus, half of the SMME companies had to resort to loans/funding and other financial aid to get through the lockdown.

Q: Has your business had to resort to loans/funding/other financial aid to get through lockdown?



While the majority of the SMME's did not have to invest in any remote working technology, a third of the SMME's companies had to invest in new technology to facilitate staff working remotely.

Q: Did your organization have to invest in new technology to facilitate remote operations?



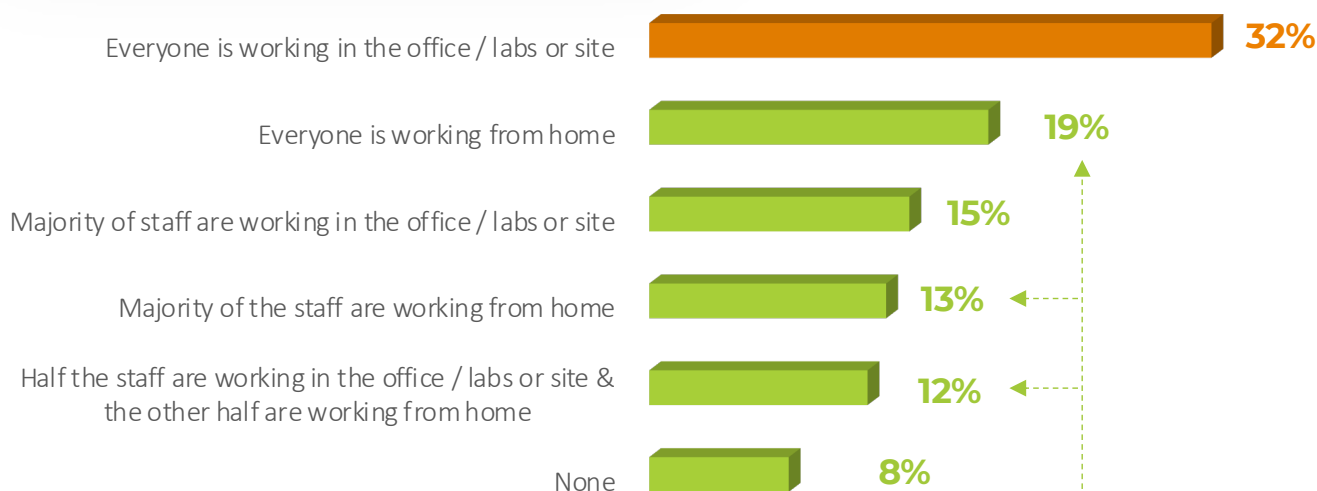
Although about a third of SMME companies find it suitable with some staff working remotely, the majority fail to share this sentiment.

Do you think working remotely is a suitable practice for businesses in the longer term?



Most of the SMME companies state that their staff are working in the office/labs/ or site.

Q: Have your staff been working from home?



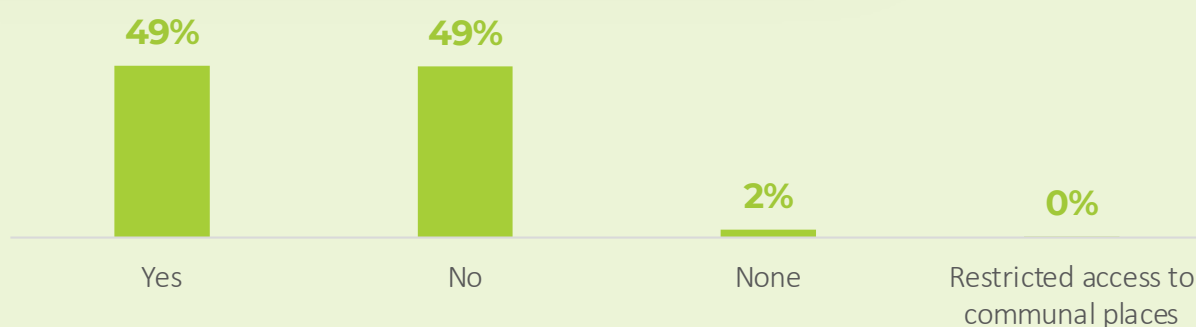
The number of the staff working from home almost equals to the number of the staff working from their offices.

PERCEPTIONS AROUND GOING BACK TO NORMAL



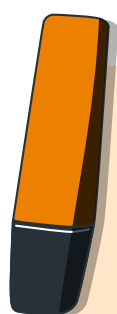
We observe no difference when SMME companies were asked if their existing business support programs are designed to cater for the new business “normal” – as the split is equal amongst those that said yes and those that said no.

Q: Do you think existing business support programs are designed to cater for the new business normal?



A third of the SMME companies are unsure as to when their companies will return to ‘normal operation’ – however, the majority are optimistic that everything should be back to normal in the next 12 months.

Q: When do you expect your company to return to its normal operation?





01

The impact of the Coronavirus is observed as the majority of the SMME companies states that in the long-term, the virus has and will continue to impact their digital transformation and their financial perspectives.

What is worth noting is the fact that the majority are optimistic that things will go back to normal with a change in the way things are done. Only a third perceive a radical change in the long run.

02

When it comes to the response and measures taken by the SMME companies, the majority have developed a new product, services and introduced initiatives that will allow them to better connect to customers. These companies further admit that they do not have a response team in place during the Covid-19 crisis, with only a quarter of the SMME companies having a response team during the crisis.

Further, the majority suggests cutting expenses such as social activities as well as traveling to accommodate the Covid-19 crisis; and changing business models especially due to the lack of government funding.

05

Covid-19 seems to be a shock to most SMME companies as the majority did not have any remote working technology in place to accommodate staff working from home. Thus, the majority state that it is not suitable for their staff to work from home in the long-run. Despite all the negative thoughts for most SMME companies, the majority are optimistic that things will go back to normal in the next 12 months.

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SurveyFiesta, Online Survey Platform



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22 deaths			

Key Product Features

Online survey and digital testing platform



Customizable Templates



Historical Data



Social Media
Connectivity



View Reports



View Real Time Results



Academic Support



Academic Conferencing
Platform



Partner Program



Market Research

Research Consulting Services



Ad Testing:
Pre- and post -testing

Brand Positioning Testing

Concept Testing

Ad Hock Projects

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Thank You