



Strategies for e-business Success

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Introduction. SME strategies for success. Financing evolving needs. Supportive business and regulatory environment. Conclusions and recommendations. SME strategies for success. A global study that reveals the key drivers of success for SMEs in 2017 and beyond. Contents. SME strategies for success. SMEs are responding to uncertainty by developing effective strategies that build their competitive strengths. They are also developing strategies to build from this strength and expand into new domestic and export markets (see Fig. 2). Fig. 2: SME strategies for success. Agility. Best Business Strategies #1: Tesla Playing the Long Game. Conventional business logic is that when you're starting something new, you create a 'Minimal Viable Product' or MVP. Essentially that means that you create a version of your product that is very light in terms of functionality, but just about 'gets the job done'. It also means that the first version of your product usually has to be sold at a fairly low starting price, both to compensate for its lack of features, and to generate interest in a new launch. Most business success stories that you read - especially in the western world, involve bold moves and against-all-odds tales of bravery. Which is what makes this particular story so unique. Toyota spent years studying the production lines of American car makers such as Ford. The top strategies that Gainsight, Moz, Intercom and other successful companies are using to increase customer success and satisfaction. In other words, they're focused on customer success. What does this mean for your business? Well, if you're focused on creating high-quality products (or services) at the expense of creating a customer success strategy, you may soon find your company struggling to attract and retain customers. In fact, a recent study by Walker predicts that customer experience will overtake price and product as a key brand differentiator by 2020. Source: <https://www.superoffice.com/blog/customer-experience-statistics/>. Customer success should be your top priority.