

EXECUTIVE REPORT

SME Banking: Best Practice and Case Studies

Overview:

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The SME sector is served by both long established banks and newer players. The market leaders have well developed strategies that have brought success for both themselves and their clients. However, the recent economic difficulties have opened up fault lines in the relationships between many banks and their SME clients.

This report reviews up-to-date case studies from across the world and accesses important research in order identify the key drivers of success in SME banking. It also reflects the principal lessons to be learned from the experience of the recent financial crisis. As such it provides an insightful and timely guide to the critical success factors for banks seeking to develop a profitable share of the SME market.

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