



Top Business Issues Facing Small and Mid-Sized Companies

Greenwich Insights – Summary of Key Findings

Our January 2008 Greenwich Business Forum reveals that achieving revenue growth, cash flow issues, and employee benefits are the top 3 issues keeping small business executives up at night. For middle market companies, the competitive environment and cost savings join revenue growth to form the top 3.

- Most companies believe that these issues *should* be discussed in relationship meetings with bankers, but very few cite that this is *actually* happening.
- Lines of communication and expectations should be established in order to extract full value from the banking relationship, as there is much knowledge that could, and should, be shared.

Top Business Issues

Small Business Banking (\$1-\$10 Million)

	Top 3	#1 Issue	#2 Issue	#3 Issue
Achieving revenue or sales growth	71%	30%	23%	17%
Cash flow issues	53%	25%	17%	11%
Employee benefits and other health insurance programs	40%	12%	14%	14%
Cost reductions/cost savings	34%	7%	13%	14%
Competitive environment/actions of competitors	34%	10%	12%	12%
Building your company's brand	17%	3%	5%	8%
Saving for retirement	15%	3%	4%	8%
Insurance (property and casualty coverage and costs)	13%	2%	4%	6%
Capital investments	9%	2%	3%	4%
Other	9%	2%	3%	4%
Fraud/risk management	6%	2%	2%	2%

Note: Ranked based on Top 3 citations.

Middle Market Banking (\$10-\$500 Million)

	Top 3	#1 Issue	#2 Issue	#3 Issue
Achieving revenue or sales growth	63%	32%	19%	12%
Competitive environment/actions of competitors	45%	12%	18%	15%
Cost reductions/cost savings	42%	7%	16%	19%
Cash flow issues	41%	20%	11%	11%
Employee benefits and other health insurance programs	38%	11%	11%	17%
Building your company's brand	16%	2%	8%	7%
Saving for retirement	14%	5%	4%	6%
Capital investments	13%	3%	5%	5%
Insurance (property and casualty coverage and costs)	12%	3%	5%	4%
Fraud/risk management	8%	3%	2%	4%
Other (Please specify)	7%	5%	1%	2%

Note: Ranked based on Top 3 citations.

About Greenwich Business Forum

- Greenwich Business Forum is an online panel of over 28,000 financial decision makers at small (\$1–\$10 million) and midsize companies (\$10–\$500 million) in the United States.
- Regular research topics include: economic outlook, business compensation, insurance, credit/loan pricing, and other topics impacting strategic and management issues.
- For additional information, please visit www.greenwichbusinessforum.com or contact Sara Hayes at shayes@greenwich.com or (203) 625-5174.

Who Companies Turn to for Advice on Top Business Issues

Small Business Banking (\$1-\$10 Million)

	Internal management team	Peer at another company	Accountant	Lawyer	Commercial banker	Investment banker	Outside consultant	Insurance broker	Other
Achieving revenue/sales growth	52%	18%	5%	3%	2%	2%	15%	1%	2%
Cost reductions/savings	43%	13%	15%	3%	3%	1%	9%	8%	5%
Cash flow issues	29%	7%	24%	4%	24%	7%	3%	2%	2%
Capital investments	30%	5%	7%	5%	21%	19%	12%	2%	0%
Competitive environment	32%	32%	4%	5%	3%	1%	13%	5%	5%
Employee benefits	12%	14%	3%	4%	1%	2%	19%	45%	2%
Fraud/risk management	23%	10%	20%	20%	13%	3%	3%	10%	0%
Insurance	11%	12%	5%	9%	1%	3%	19%	40%	0%
Saving for retirement	0%	10%	21%	4%	3%	17%	35%	8%	3%
Building company's brand	46%	12%	2%	5%	2%	0%	30%	0%	1%

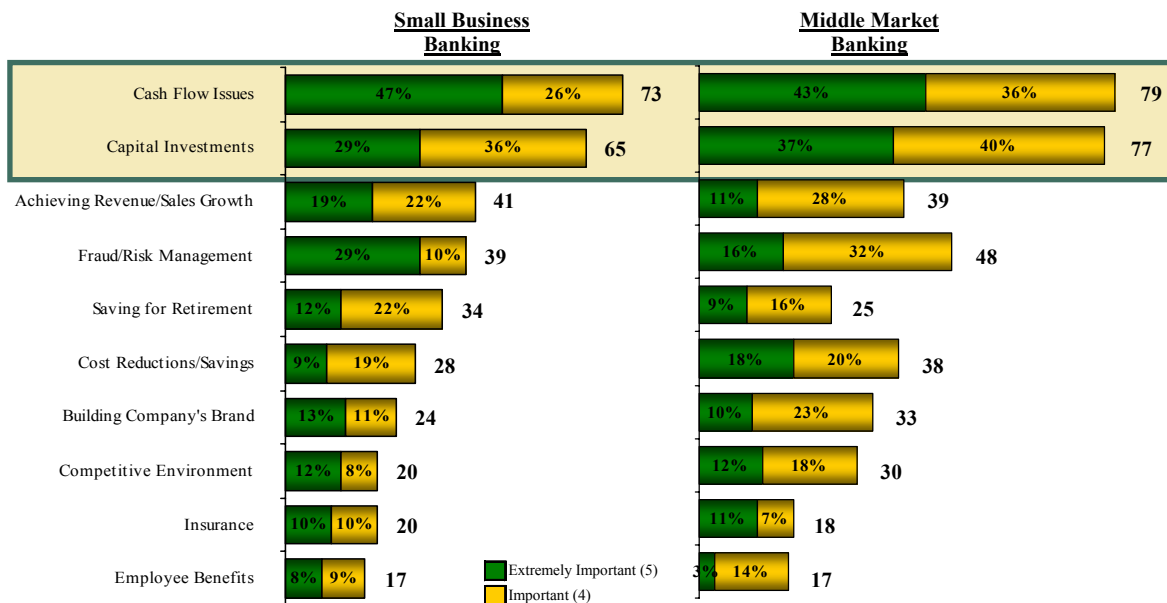
Note: Based on respondents who cited the issue as one of their Top 3.

Middle Market Banking (\$10-\$100 Million)

	Internal management team	Peer at another company	Accountant	Lawyer	Commercial banker	Investment banker	Outside consultant	Insurance broker	Other
Achieving revenue/sales growth	65%	14%	2%	0%	1%	3%	13%	1%	1%
Cost reductions/savings	56%	15%	13%	1%	1%	2%	7%	4%	1%
Cash flow issues	36%	9%	22%	2%	20%	4%	5%	1%	1%
Capital investments	33%	7%	9%	2%	13%	13%	16%	2%	4%
Competitive environment	45%	22%	4%	8%	3%	3%	13%	1%	1%
Employee benefits	12%	8%	5%	5%	0%	1%	26%	43%	0%
Fraud/risk management	31%	18%	10%	10%	8%	3%	8%	13%	0%
Insurance	11%	5%	3%	3%	0%	0%	16%	63%	0%
Saving for retirement	6%	11%	20%	7%	9%	19%	24%	2%	2%
Building company's brand	47%	15%	2%	0%	0%	0%	36%	0%	0%

Note: Based on respondents who cited the issue as one of their Top 3.

Importance of Discussing Issues as Part of Banking Relationship



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