

# Start Small But Think Big

- Importance of SMEs

## SME - Small and Medium Enterprise

Almost all major business giants of today started from small as a SME and over the period of years grew, developed their product and service, introduced something extra and unique than competitors and resulted in to large size businesses. Not every business starts big, for example Google, Microsoft, HP, VW, You Tube, Nokia, Vodafone started as SME but founders had a clear vision with a dream of turning their SME in to a large business.

Founders of successful SMEs has one common feeling among them and that is feeling good of starting small and a drive to keep on moving forward to make it big. They live their dream, analyse customers' needs and offer their product and service to meet those customer needs. There is no doubt first two years of any SME are crucial and intakes lots of hard work, patience, persistence and cost-cutting but it does pay if right decisions are made at right time.

## Why to start as a SME?

In today's economy, SMEs play a vital role in meeting demands of big businesses. SMEs provide such products and services which a big business cannot, due to some reasons such as 'opportunity cost' or in other sense SMEs deliver what no one else wants to deliver.

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### Dealing with Big Guys

If you are a founder of a SME and find it hard to deal with bigger guys then there are few points about your SME which makes it different than a big business:

- SMEs tend to be more flexible than bigger businesses.
- Negotiating on price: SMEs need money to improve product and service quality, growth, innovation and better management for smooth supply of its products and services to clients.
- SMEs assist bigger business in making profits as most SMEs offer services at charges lesser than what a big business would charge.
- If a SME is suffering, it will result in to suffering of bigger business as well.

### Turning SME in to a large business

As a SME grows, management of the business becomes an important daily activity. Cost cutting to invest maximum within SME business is what needs to be considered for first two years or so. And also stick to your dream by following a business plan even if it is of just few pages.

### Seeking Advice?

At InterAlliance Group Services we assist clients coming from different sectors in finding best possible solutions meeting their needs. We offer advisory and management consultancy services leading to development of Small to Medium size businesses. Feel free to contact us and we will assist you in bringing success to your business.

## InterAlliance Group Services

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