



## GROUP ASSIGNMENT RESPONSE TEMPLATE

Please fill in your name and submission date below:

› **Team B**

› **21 / 05 / 2021**

Please fill-in your answers to your questions below. Feel free to incorporate any graphs or other information you may consider. I have included a recommended length of answer for orientation.

### **QUESTION 1. [recommended max. 50 words]**

What customer segment will you work about? Please describe it a bit

The customer segment will be small businesses and start-ups as they are an important segment for the entrepreneurial landscape in which they can disrupt large enterprises.

### **QUESTION 2. [recommended max. 50 words]**

Why did you choose that specific segment?

SMEs have become a major contribution to the development of countries where ninety-nine out of every 100 businesses are classified as SMEs, and nine out of ten SMEs are classified as micro-SMEs according to Eurostat and the Annual Report 2018/19.

### **QUESTION 3. [recommended max. 50 words]**

What sort of products would a customer of your segment usually hold?

- 1- Treasury management to get a holistic perspective of all business finances.
- 2- Business credit cards with competitive rates.
- 3- Money market account to access their money at any time.
- 4- No minimum balance requirements.

### **QUESTION 4. [recommended max. 50 words]**

Would you implement a portfolio-oriented strategy to manage that segment? If so how would you define the portfolios and what sort of commercial role would you have them assigned to?

Team B would implement a portfolio-oriented strategy that shall concentrate a relevant proportion of SMEs business volumes, have all data-sources in place when portfolios are designed and activate commercial roles by offering attractive & customized banking services.

### **QUESTION 5. [recommended max. 50 words]**

What other commercial initiatives would you put in place in order to grow the value of that customer segment?

Offer customized current accounts, payments gateways, tie-ups with different service providers, mentorship, and co-working space. Also, provide support from the bank's business management team.