



Small & Medium Enterprises are mostly privately owned or are limited companies that deal in either trade or manufacturing or service on a limited scale, with limited ranges of products and generally in definite geographical territories. Yet, they work in niche spaces- i.e. either in niche and focused products or in specified service parameters.

Small & Medium Enterprises are very keen on working in networked environment for growth. Unless otherwise they are simply “Mom & Pop shops” that do not want to share the brand name or grow in nodes, these enterprises grow through sharing - sharing of either their brand name through franchisees or sharing of market and resources that is sharing through mutual agreement the supply chain or the demand chain- they pool in their demand to buy collectively or share areas to sell their wares in distributed markets- they might sell their own product and sell products of their associates’ at a concessional rate thus giving the advantages of market penetration for their associates’ products. The key is to turn a competitor as an associate and grow mutually.

Small & Medium Enterprises collectively had always been the mainstay of business and manufacturing in any society that stays and grows steadily. Harvard Business Report suggests that in any economy the growth of the SMEs are never phenomenally high at any point in time but always takes the majority, and those economy does have shown better resilience against sudden disasters in the market or in the economy. A societal development is central due to SME and their growth. The volume of business transacted is always much more and yet their rate of profit may not be that impressive, when compared to monopoly markets. Whereas monopolized markets are more prone to the market volatility in any span of time, the SME market shows a kind of slow but steady growth rate. Mutual funds worldwide have now found SME sectors more assured though moderately lucrative for investment. Thus this sector has attained an “assurance value” than any other sector- besides of course agriculture.

Small & Medium Enterprises sector is the seat of quality products because each product has to prove its own mettle. The brand value is built up from below assiduously and it is against any pre-conceived misconception been proved many a times that brands of SMEs are very competitive. People do believe in SME brands and take personal sense of belonging in having their products. The era of mass production is fast waning away its appeal and people are getting increasingly inclined in products with special human care and with customized settings. On-demand embellishments and even on-demand solutions are on the rise for that makes the SME - the sector of interest for choosy clientele.

Small & Medium Enterprises have employed many more employees than any mechanized centralized mass production or mass service outfit can ever think of. The most interesting part is the fact that despite this characteristic the producing productivity or market productivity or information dissemination productivity of labour in SME sectors had always been high and would ever be- because an SME grows in terms of units of production comprising of labour, factor inputs, resources and increasing sets of buyers. This win-win law of labour & productivity coupled together has been a marketing wonder of recent times.

Small & Medium Enterprises is specifically salient in terms of Capital formation and the growth of Capital base or Capital-base-formation, because a mesh of networked environment grows exponentially covering the market space in spectacularly less time.

Small & Medium Enterprises have become specifically attractive to the non-banking finance sectors and their growth has really raised eyebrows among the banking sector which traditionally shied off from SME sectors.







***IDEAL-ANALYTICS: The IDEAL that is a data-analytic plus tool***

IDEAL-ANALYTICS [IA] has been designed to offer the sector with all Data analytics goodies and in addition offers the best of the mathematical techniques while hiding the complexity from the business analyst. IDEA-ANALYTICS has proved that its mathematical wizardry of presentation of the data in the most state-of-the-art implementation and at the same time only depending on current updated transient transaction data is the tool the SME sector would find optimum in terms of cost-benefit. Our clients in this sector now are sharing their new-found jewel with their compatriots and partners as our technology ambassadors.



# idealanalytics

Analytics On-Demand

[www.ideal-analytics.com](http://www.ideal-analytics.com)

Self-service, real-time, on-demand ad-hoc analysis and high performance exploration functionality with plug-ability, scalability & security, available in both SaaS and on-premise model



[contact@ideal-analytics.com](mailto:contact@ideal-analytics.com)

## » Contact Us

### Office in India

202 SDF Building  
Sector V, Salt Lake City  
Kolkata - 700091  
Tel: **+91 33 2357 6415**

### Office in France

14 Street Seguier  
75006 Paris - France  
Tel: **+33 01 53 05 93 75**  
Fax: **+33 (0)1 42 66 34 24**