

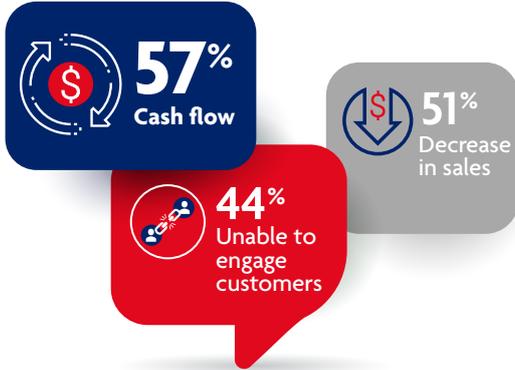


ASEAN SME Transformation Study 2020

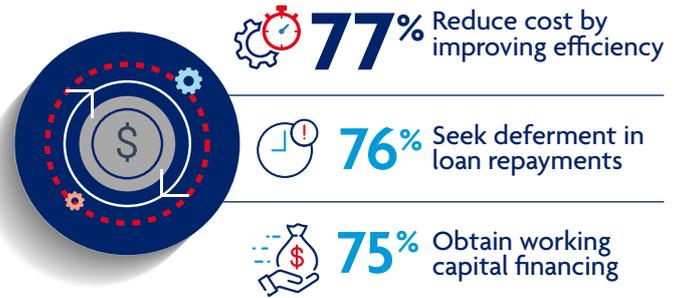
Key insights to business trends in Malaysia

Insights from SMEs on how they are responding to COVID-19 and becoming future-ready, turning today's challenges into opportunities

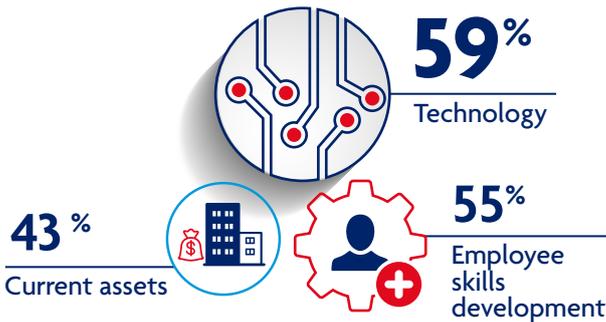
Cash flow is the topmost concern for SMEs coping with the COVID-19 situation



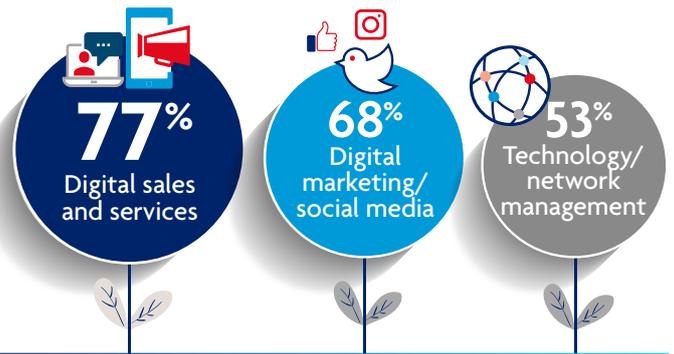
Improving efficiency through greater use of technology is the most preferred method of managing cash flow



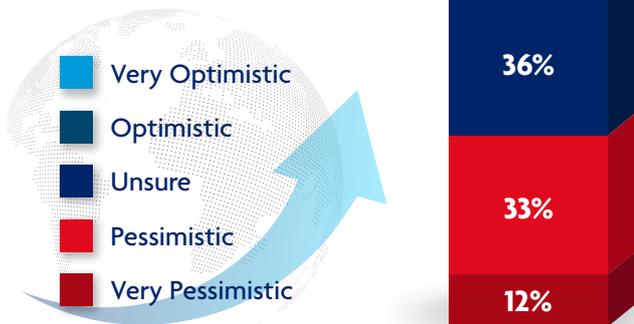
59% say tech will be their **top area of investment**



The top priorities in tech investment are **building capabilities in digital sales and services**



19% are **optimistic** about the economic situation when the outbreak subsides



59% will focus on **adopting a digital marketing strategy** to gain competitive advantage when the outbreak subsides



Find out how UOB can support you in evaluating and implementing technology into your business. Get in touch with your Relationship Manager for a consultation today.

