



IFC Non-Financial Advisory Services for SMEs

IFC’s NFS Advisory Services help banks address barriers, other than the availability of capital, which hinder the growth of small and medium enterprises (SMEs). This gives banks a unique opportunity to improve their SME market share.

What we offer

IFC and its client banks co-create a custom suite of solutions aligned with the clients’ SME market strategies. The suite can include the following:

1. SME needs assessment, market research, and gap analysis: Mapping of the local entrepreneurship ecosystem, demand-side assessment, mapping of the competitor landscape, assessment of banks’ strategies and capacity for providing NFS.
2. Strategy development and implementation planning.
3. Building a client-focused strategy aligned with the bank’s SME strategy, with performance indicators to measure ROI.
4. Tailored solutions:
 - SME ONLINE SOLUTIONS – Online platform with articles, videos, E-learning, sample agreements, forms, and calculators.
 - SME CAPACITY-BUILDING – Training programs for SME owners, conducted by bank staff to equip current and potential clients with business and wealth-creation skills.
 - NETWORKING SOLUTIONS – Access to networks, pooled services and/or discounted buying, exclusive services, help with gender-specific or start-up formats, etc.
 - SMALL BUSINESS ADVISOR – Customized program to transform SME-relationship managers into trusted advisors.
5. Implementation support and strategic mentoring
6. Building the banks’ capacity to implement NFS strategy.

Why SCF for Banks?

SCF can accelerate the growth of banks’ corporate & SME businesses and improve the overall risk profile of banks’ portfolios. Other advantages include:

- New segment opportunities
- Differentiation to fortify corporate relationships & wallet share
- Faster, more cost-efficient scalability of banks’ SME portfolios via stronger risk-management and technological support
- Enhanced transactional business and accruing-fee income
- Facilitated linked-cash and payment mandates
- Uncommitted; can be priced dynamically
- Construction of real-time credit models allowed, feeding off actual supply-chain performance data

What are non-financial services?

Often called business-support services, enterprise development or value-added services, non-financial services complement the financial offerings of a bank. The table below shows examples of such services.

Information support
Web platforms, call centers, publications, media
Training
Seminars on business skills and financial management
Consultancy
Advice by in-house and/or outsourced consultants
Networking
Trade fairs, expos, discounts, business clubs

Why IFC?

We are the largest global development institution focused on the private sector, operating in over 100 countries and offering:

- More than 60 years’ experience in unlocking private investment, creating markets & opportunities where they are needed most
- Over 700 corporate clients, 900 financial institutions in 120 countries, most using a mix of IFC Investment & Advisory services
- The first-mover advantage in NFS to our client banks in their respective markets
- Global best practices in NFS combined with local market knowledge
- A holistic SME-banking view of NFS