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SBP and IFC launch Project on SME Market Segmentation in Pakistan

The State Bank of Pakistan (SBP) and the International Finance Corporation (IFC) today launched a Joint Project on Small & Medium Enterprises Market Segmentation with a view to providing credible information base on key SME clusters/sub-sectors of economic importance.

The objective of the Project, funded jointly by SBP & IFC, is to develop key drivers of business of important SME subsectors located in various cities of the country.

The Project would specially help banks in identifying and targeting priority SME segments through appropriate products, program schemes and marketing/distribution strategies, thereby increasing their penetration into the SME sector.

This is an important project as availability of reliable and comprehensive data on Small & Medium Enterprises play an important role in the development of SME sector, helping relevant stakeholders to devise sector-specific effective regulatory and policy strategies.

M/s. Grant Thornton International, Pakistan has been hired as consulting firm to carry out the Project.
