

Top 6 challenges faced by SMBs in Latin America and the Caribbean

Small and medium sized businesses (SMBs) in Latin America and the Caribbean play a critical role in their respective economies. These businesses, fueled by their adaptability, contribute significantly to the economic development of their regions. However, they face a unique set of challenges that test their resilience and impact their growth.

Top 6 challenges encountered by SMBs:



Managing cash flow

Cash flow management is vital for SMBs, especially in regions like Latin America and the Caribbean where economic instability is common, and traditional banking services are limited. Maintaining liquidity while investing in growth is a critical balancing act.



Promotion of products and services

Small and medium sized businesses often find themselves at a disadvantage due to their limited knowledge in marketing their products and services. Robust promotional marketing support to enhance their visibility, attract potential customers, and boost sales is key for SMBs. This can involve leveraging digital marketing platforms, engaging in social media marketing, offering promotional deals, and more.



Monitoring business performance

SMBs must continuously monitor their performance and make data-driven decisions. However, their efforts can be hindered by limited digital literacy and the lack of affordable technology.



Competing in a global market

SMBs must compete with not only local businesses but also larger, more resource-rich international corporations. To stay afloat, they must innovate and plan strategically.



Striving for operational efficiency

Accounting forms a crucial part of operational efficiency for SMBs however, they often lack financial accounting knowledge. SMBs can use accounting software to automate various financial tasks such as invoicing, payroll, and tax preparation. This not only saves time but also reduces the likelihood of errors.



Understanding laws and regulations

Compliance with complex regulatory frameworks can be a daunting task for SMBs. It is time-consuming and costly, and often requires professional guidance to ensure legal operation.

Digital payments are a growth recipe for Latin American SMBs

From credit to debit and prepaid cards, to loyalty offers and business tools, Visa has products to help financial institutions better serve their SMB customers.



Visa Business cards (Credit/Debit/Prepaid)

Visa Business cards help SMBs to pay vendors and suppliers, effectively manage working capital, provide access to greater financial flexibility, assist with building credit history, and help to easily separate business and personal expenses.



Visa Spend Clarity for Business®

Visa Spend Clarity for Business is an end-to-end spend management solution which empowers businesses to control spend, maximize visibility, and optimize cashflow. The tool can save businesses time and money with innovative digital tools like virtual cards, spend controls with customizable limits and near real-time notifications, as well as digital receipt capture and reconciliation, all of which help to streamline processes and reduce human error.¹



Flexible business-centric benefits

Visa Business cards can provide insurance coverage, assistance, and experiences to give SMB owners and their employees peace of mind. From purchase protection, price protection, and extended warranty, to travel benefits and digital/cybersecurity assistances, Visa business cards cover a wide range of SMB needs.¹



Cashback and loyalty solutions

With Visa's cashback and loyalty services, SMB owners who use a Visa Business card can turn qualifying business purchases into savings.²



Offers and deals

With Visa Business cards, SMBs can save money on business expenses in key spend categories (i.e. digital marketing, cloud services, shipping and courier services) with instant redemption and zero implementation cost for issuers.



Visa is here to help you

Contact your Visa account executive to learn how Visa can help SMBs grow and thrive every step of the way.

Sources:
 1. Solution readiness depend on processing capabilities and other technical considerations. Please consult your Visa Representative.
 2. Only available in selected markets.

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