

BASED ON THE COMPETENCE OF THE LEADING HEADS OF THE SWISS BUSINESS COMMUNITY



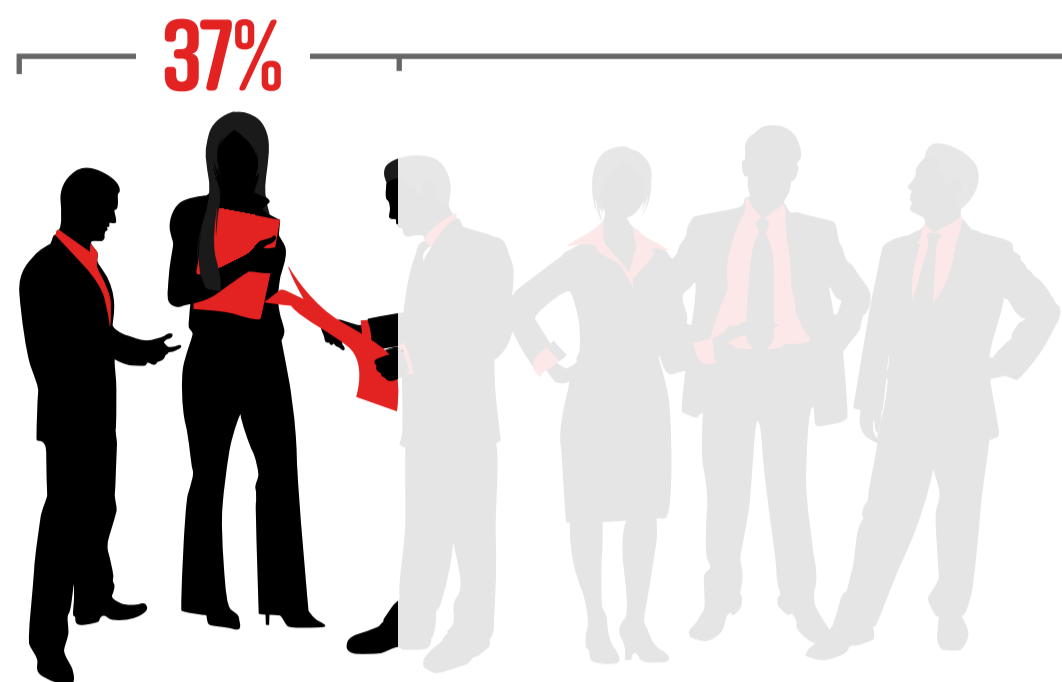
n= 250+ respondents in Top Management or Management positions



INSIGHTS 10/2020

For **37%** of management, the last **12 months** were below expectations in terms of general business development.

Clearly negative trend compared to **July 2020**.



The **consulting & professional** services sector is particularly affected.



In contrast, **ICT companies** are less suffering from the effects of the crisis!



CURRENT CHALLENGES



*Overcoming the crisis is the main challenge for **36%** of the management! Resources are often lacking to push important issues such as digitization.*



The crisis has increased the lack of skilled workers (fear of job changes).

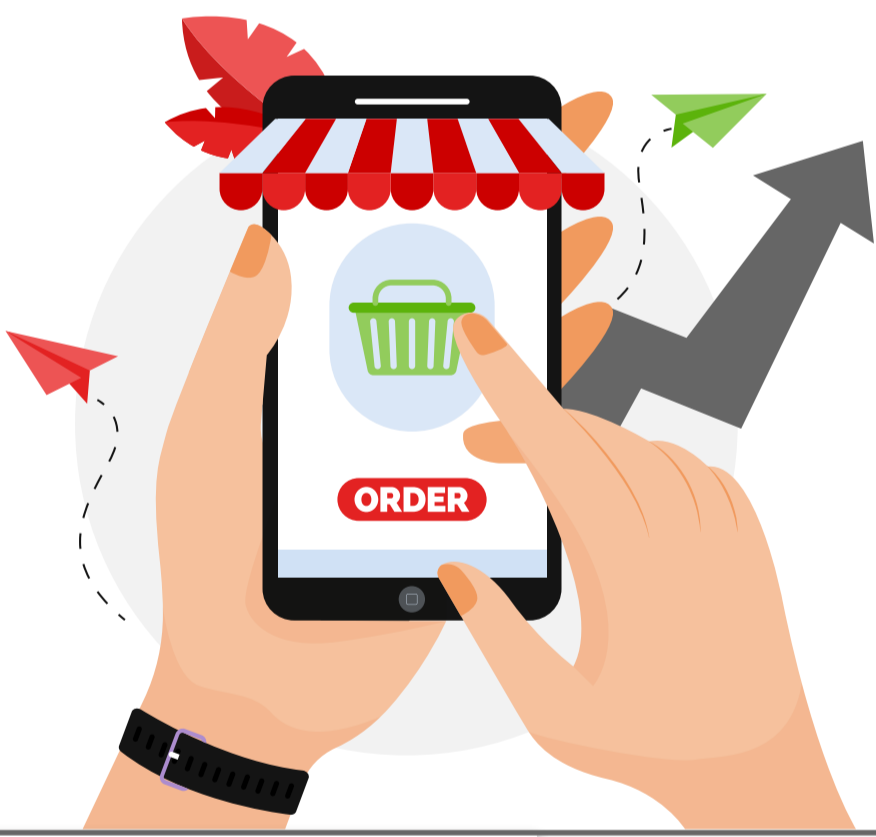


Uncertain market development and resulting difficult customer acquisition. Projects are cancelled or postponed.



The difficult acquisition of new customers is primarily a concern of the top management.

DEVELOPMENT OF THE DEMAND



43% expect demand to develop positive

Significant improvement in market demand. This applies in particular to the **Consulting & Professional Services** division.



COMPETITOR MARKET ENTRY



68% Participants consider new market entry as difficult

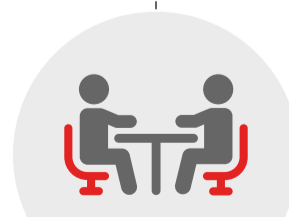
The opportunities for market entry have further deteriorated. The necessary capital requirements will increase significantly.



CURRENT ECONOMIC ENVIRONMENT

The generally high **intensity of competition** and the associated **bargaining power** of customers are the strongest influencing factors.

The most intense competition is in the areas of **Finance & Insurance** and **Consulting & Professional Services**.



FUTURE MARKET DEVELOPMENT

Increasing interchangeability of products and services. This is particularly true in the area of information technology.

No market growth is anticipated for any sector.

FORECAST - GENERAL MARKET CONDITIONS

The **cut-throat competition** and the **bargain power of customers** will continue to increase. This is particularly true of ICT and consulting.

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