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FINANCIAL SERVICES SURVEY - SMEs IN JORDAN

DECEMBER 30, 2008

This publication was produced for review by the United States Agency for International Development. It was prepared by Kevin O'Brien / Consultant to BearingPoint . Inc and Abeer Ziadeh / Market analyst at SABEQ

FINANCIAL SERVICES SURVEY - SMEs in JORDAN

USAID JORDAN ECONOMIC DEVELOPMENT PROGRAM

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BANKS TO INTRODUCE NEW SME LENDING PRODUCTS BASED
ON THE 2008 FINANCIAL SERVICES SURVEY.

DISCLAIMER:

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

CONTENTS

EXECUTIVE SUMMARY	2
INTRODUCTION	3
BACKGROUND	4
METHODOLOGY	5
SURVEY RESULTS	6
OVERVIEW	6
RESPONSES TO THE SURVEY	6
EXISTING CREDIT SERVICES	7
CREDIT SERVICES IN DEMAND	8
USE OF COMPUTER AND INTERNET	10
DETAILED TABLES	11
LESSONS LEARNED	11
CONCLUSIONS AND NEXT STEPS	12
APPENDIX A	13
SAMPLE SURVEY FORM	13
APPENDIX B	17
MEMORANDUM OF INSTRUCTIONS	17
APPENDIX C	19
DETAILED TABLES	19
EXISTING SERVICES	19
SERVICES IN DEMAND	22

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We gratefully acknowledge the participation of the institutions listed below in alphabetical order:

<u>Banks:</u>	<u>NGOs and Associations:</u>
Arab Bank plc	Architect Engineers Business Council
Association of Banks in Jordan	Business Development Center
Bank of Jordan	Business & Professional Women Association
Blom Bank	Information Technology Association in Jordan
Cairo Amman Bank	Institute of Management Consultants & Trainers
Capital Bank of Jordan	JEFA
Islamic International Arab Bank plc	Jordan Federation for Business & Profession Women Association
Jordan Ahli Bank	Jordan Furniture Exporters and Manufactures Association
Jordan Commercial Bank	Jordan Garments, Accessories and Textiles Exporters' Association
Jordan Islamic Bank	Jordan Society for Quality
The Housing Bank for Trade and Finance	Jordan Stone & Tile Exporters' Association
	Jordan Universal Wood Institute Co. Ltd.
	Private Hospitals Information
	Young Entrepreneurs Association

EXECUTIVE SUMMARY

Jordanian banks know SMEs form a large part of the business market and that special credit processes and products are needed. But banks do not have basic market data to guide their decision making, such as what products do SMEs now use and what products do they need to grow their business? Thus, the necessity for a Financial Services Survey aimed at SMEs.

Ten banks and sixteen NGOs or business associations participated in the Survey by sending and collecting Survey forms. As with most surveys, distributing forms is a straightforward task while retrieving completed forms takes time, hard work and determination.

A Memorandum of Instructions to participants was used as means to communicate uniform and consistent instructions. Participants distributed over 1000 Survey forms and 663 completed forms (the Sample) were returned for analysis. Clearly, the participants achieved an excellent response.

The Survey Sample was segmented into business type, legal status, sales size, asset size employment size and years in business. The key tables reflect the kind of financial services used by SMEs (Existing Credit Services) and the more specific financial services needed by these businesses (Credit Services in Demand). Moreover, other information related to financial services is presented. It is difficult to “summarize” here the results from the Sample. The reader would benefit more by looking at the tables and reading the related bullet points. Additional tables and details are provided in Appendix C.

This Report has a section on “lessons learned”, but the list does not include feedback from the participants. It’s clear that a diverse group of institutions worked together to produce a successful survey. Discussions with several participants suggest a strong desire to conduct similar surveys in the future.

The initial feedback from bankers was positive. Most bankers expressed a desire to:

- meet more often as a group and discuss SME financing needs, and
- “reach across the aisle” to the associations or other groups representing businesses. This should enhance understanding on both sides.

A presentation of Survey results is planned for participating associations and NGOs after the holidays. The last step is to encourage the ABJ or some other body to take ownership of a future SME Financing Survey.

INTRODUCTION

Most banks in Jordan realize SMEs occupy a large part of the business market. Consequently, banks have formed, or are forming, SME loan departments to meet SME's financing needs. Some banks are re-engineering strategy and credit processes while others have introduced new loan products. Nearly all banks are exploring ways to increase SME market share, but they do so at a distinct disadvantage. Why? Because limited market data exists on SME financing needs. Thus, the necessity for a Financial Services Survey aimed at SMEs.

The main purpose of the Survey was simple - to determine from SMEs the financial services they now use, and the financial services they need. The Survey covered related issues and this Report contains the results based on 663 responses (the Sample).

The reader should know this Report does not try to define a "SME" in terms of size, loan amounts or any other measure. Rather, Survey forms were distributed through pre-determined channels (see Methodology Section) that were instructed to target small to medium size, and not large, private sector enterprises.

Lastly, the reader should understand that we did not expect to conduct a "perfect" Survey. This was the first attempt of its kind. One must exercise "forward vision" and anticipate a better survey will occur next year using "lessons learned" from this Survey. Hopefully, bankers, associations and other stakeholders will stay involved in the process and work together toward that goal.

BACKGROUND

Main Objective - to determine from Survey respondents the financial services currently used and those most needed.

Benefits - assist banks to design credit processes and products for the SME Market.

Original Request for Survey - from Jordanian banks in the spring of 2008 because similar information was not available.

Reference Material - some of the questions appearing in the Survey form were taken from the Survey of Small Business Financing conducted periodically by the Federal Reserve Board of the US (<http://www.federalreserve.gov/pubs/oss/oss3/abstract.html>). Limited SME statistics are available in publications by the GOJ's Department of Statistics (DOS).

Reference to the Agriculture Sector - 26 of the 663 Survey forms came from the agriculture sector. Agricultural financing normally involves unique credit structure and specialized underwriting, which explains why most banks service agricultural clients outside of the conventional arena. This Report contains charts and tables that reflect Sample data from agricultural respondents, but no analysis is provided.

METHODOLOGY

A simple draft Survey form was circulated to banks and business associations (Participants) for comments before a final form was produced. Ten banks and sixteen NGOs or business associations joined in as Participants and acted as channels of distribution. This role was assumed at considerable expense since Participants were responsible for distributing Survey forms and following-up with the ones completing Survey forms (Respondents). As with most surveys, distributing forms is a straightforward while retrieving completed forms takes time, hard work and determination.

One Participant recommended a Memorandum of Instructions, which was generated early in the process and well received. This was an efficient means to share uniform and consistent instructions regarding the Survey among a diverse group of Participants. A copy of the Survey form and Memorandum are attached as Appendix A and B, respectively.

The Participants received roughly 1000 Survey forms that were in turn sent to bank clients and association members. About 663 forms were completed and returned for analysis. This Report was circulated to Participants for comment.

SURVEY RESULTS

OVERVIEW

RESPONSES TO THE SURVEY

A total of 663 responses were received and the most significant Categories and Major Groupings are shown in Chart A.

The highest levels were:

- Line of Business: Industrial (30%) and Wholesale/Retail Trade (26%)
- Legal Status: Limited Partnership (31%) and Partnership (30%)
- Sales Size: Over 1 million JDs (33%) and 100,000 to 500,000 JDs (31%)
- Asset Size: Over 500,000s JD (36%)
- Employment Size: 5 to 20 Employees (34%)
- Years in Business: Over 5 years (65%).

Chart A – Responses to the Survey		
Category	Responses (%)	Major Grouping
Line of Business	30	Industrial
	26	Wholesale or Retail Trade
Legal Status	27	Personal
	30	Partnership
	31	Limited Partnership
Sales Size	31	100,000-500,000 JDs
	33	Over 1 million JDs
Assets Size	36	Over 500,000 JDs
Employment Size	34	5-20 Employees
Years in Business	65	Over 5 years

EXISTING CREDIT SERVICES

Respondents were asked to select credit services used in their business and were allowed to select more than one. Chart B summarizes the responses. Most respondents use more than one credit service, which explains why the percentages in the center column of Chart B exceed 100% for each Business Type. The following observations are made:

- Aside from Agriculture, all Business Types rely heavily on all three credit services (Loans, Overdrafts and Trade Finance/Guarantees)
- Aside from Wholesale/Retail Trade, the remaining Business Types rely more on Loans than Overdraft facilities, although a near one to one relationship exists between the two facilities for Industrial and Services.

Chart B - Existing Credit Services		
Business Type	Number of Respondents (%)	Credit Services in Use
Agriculture	58	Loans
	42	Overdraft Facility
	23	Trade Finance or Guarantees
Construction	60	Loans
	54	Overdraft Facility
	58	Trade Finance or Guarantees
Industrial	69	Loans
	68	Overdraft Facility
	69	Trade Finance or Guarantees
Services	56	Loans
	54	Overdraft Facility
	49	Trade Finance or Guarantees
Wholesale or Retail Trade	59	Loans
	62	Overdraft Facility
	55	Trade Finance or Guarantees

CREDIT SERVICES IN DEMAND

Respondents were asked to select credit services needed in their business and responses are shown in Chart C. Again, more than one selection was allowed, which explains why the percentages in the center column exceed 100% for each Business Type.

- Inventory financing is most helpful for Wholesale/Retail, Real Estate financing for Construction, Equipment financing for Industrial and Accounts Receivable financing for Services
- All Business Types selected Accounts Receivable Financing at least 30% of the time. No other Credit Service comes close in popularity among all Business Types.

Chart C - Credit Services in Demand		
Business Type	Number of Businesses (%)	Credit Services in Demand
Agriculture	54	Buy Inventory
	38	Support Accounts Receivables
	31	Buy Equipment
	19	Buy Real Estate
Construction	17	Buy Inventory
	30	Support Accounts Receivables
	39	Buy Equipment
	44	Buy Real Estate
Industrial	47	Buy Inventory
	41	Support Accounts Receivables
	54	Buy Equipment
	25	Buy Real Estate
Services	22	Buy Inventory
	33	Support Accounts Receivables
	24	Buy Equipment
	19	Buy Real Estate
Wholesale or Retail Trade	48	Buy Inventory
	39	Support Accounts Receivables
	16	Buy Equipment
	15	Buy Real Estate

FINANCIAL RECORDS

Two obstacles to SME financing are often cited:

1. Lack of financial record keeping among SMEs, and
2. Refusal to share financial records with lending institutions.

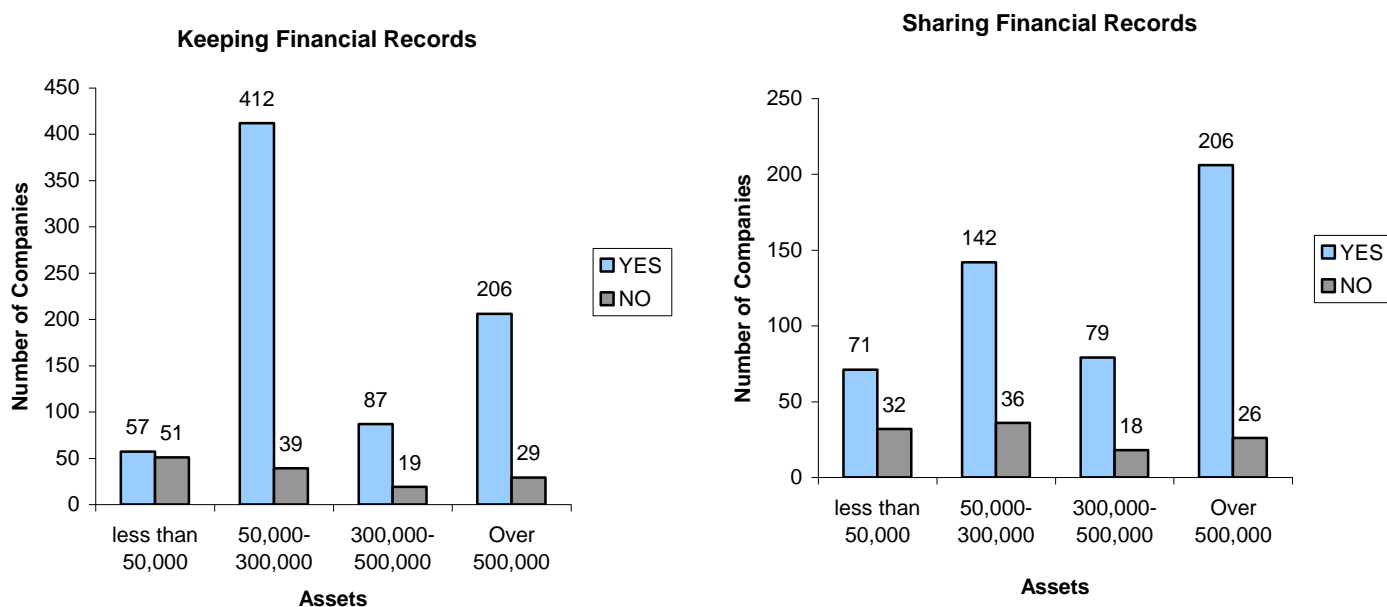
Therefore, we included the following questions in the Survey form:

Does your business keep financial records and produce financial statements, and are you willing to share your financial records with a bank to qualify for a loan?

Chart D shows the responses to these questions¹. Survey data showed the following:

- Overall, 78% keep financial records and produce financial statements
- Overall, 82% will share financial information with a bank considering a loan request.

Chart D - Financial Records



¹ The reader should not use the number of respondents to draw conclusions for a particular Asset Group because an uneven number of responses came from different Asset Groups.

USE OF COMPUTER AND INTERNET

Another complaint heard often about SMEs relates to their “sophistication” - specifically to a general lack of computers and access to the internet.

Therefore, we included the following questions in the Survey form:

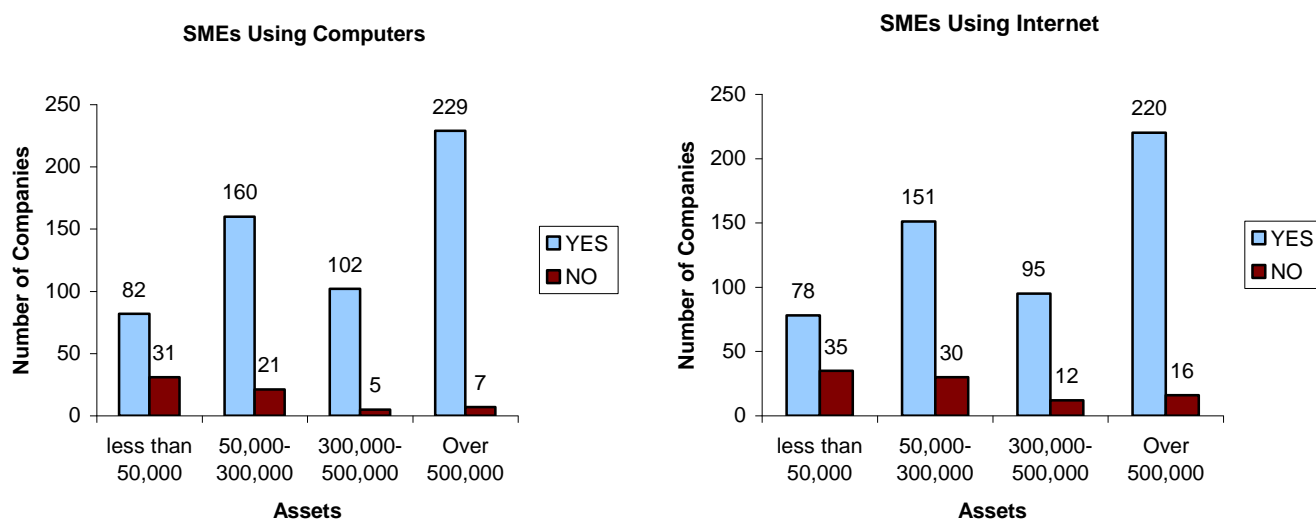
1. Do you use a computer for your business, and
2. Do you have access to the internet?

Chart E shows the responses to these questions². Survey data showed the following:

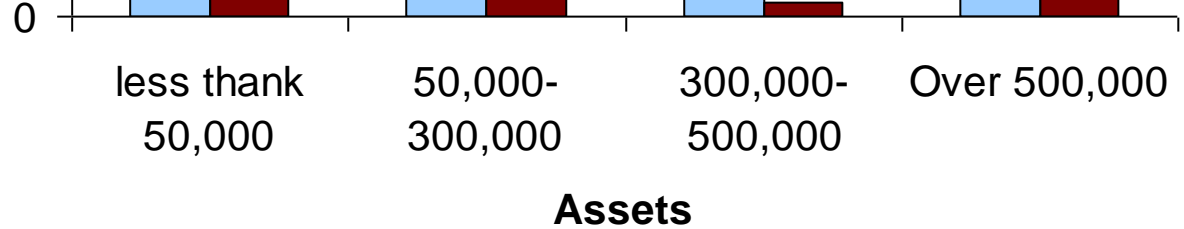
1. Overall, 90% of the respondents use computers
2. Overall, 86% of the respondents have access to the internet.

A clear and logical relationship exists between computer usage and internet access.

Chart E – Use of Computer and Internet



² The reader should not use the number of respondents to draw conclusions for a particular Asset Group because an uneven number of responses came from different Asset Groups.



DETAILED TABLES

Another twelve tables are shown in Appendix C.

LESSONS LEARNED

The following provides guidance for the next survey based on our experience with this one:

Objectives: Reach consensus on goals and objectives before starting work.

Resources and Budget: Identify both early.

Professional Timing: Introduce professionals at the early stages, which should help those involved to map timelines, tasks and roles.

Definitions: Reach consensus early on “SME” and other key definitions.

Sample Group: Consider targeting a carefully chosen, smaller sample group, which may yield useful results in less time and at less cost. Moreover, if banks are used again to distribute survey forms, consider a statistically valid distribution among borrowing and non-borrowing clients.

Survey Interaction: Consider having all Survey forms distributed, coordinated and collected by trained professionals.

Instructions, Questions and Answers (Qs & As): Write instructions and expected questions and answers. Circulate to those directly involved and assign one person to handle other questions and special issues.

Survey forms:

Determine clear lines of separation for each Business Type and: -

- have translation checked several times if English and Arabic words are involved
- keep the form short and simple
- use multiple choice questions and those that require “yes” or “no” answers.

Approach: The Survey used in this Report combined resources from various institutions, i.e. banks, business associations, NGOs and USAID SABEQ. A similar practice may be used for the next survey. A group of 20 bankers recently discussed the possibility of conducting a similar survey next year through the Association of Banks. This approach has advantages and disadvantages that are best dealt with among the affected institutions. The reader should know that USAID SABEQ does not have funding set aside to support a similar survey next year.

CONCLUSIONS AND NEXT STEPS

Conclusion

A total of 24 institutions participated in the Survey. The professionals involved were motivated, knowledgeable and supportive. Thirteen associations and eleven banks distributed over 1,000 Survey forms, and one bank alone retrieved nearly 250 completed forms. It should be noted that all 663 completed forms were collected during the late summer months when staff generally take vacation. Under the circumstances, all Participants should feel proud of such impressive results.

The banks embraced the Survey early on because of their appetite for SME financing data. Survey results were presented in a Banker Workshop on November 26, 2008 at the Association of Banks in Jordan. A similar presentation is planned for non-banks (associations and NGOs) after the holidays. The initial feedback from bankers was positive. A common refrain was “we never see this kind of information”. Some bankers were surprised by certain results such as the close relationship between loans and overdrafts for existing credit services, and the widespread use of financial records and computers. Few bankers seemed surprised about the credit needs expressed by the different business types. Nearly all the bankers are anxious to receive this Report, which will show more details, tables and analysis than those presented at the Workshop.

During the Workshop, bankers expressed a desire to:

- Meet more often as a group and discuss SME financing needs. It was suggested that sharing information will only help the banks and SMEs, and
- “Reach across the aisle” to the associations or other groups representing businesses. This should enhance understanding on both sides and may prove a useful forum to discuss SME credit issues.

Next Steps

A draft Report was circulated to the Participants for comments before a final Report was produced. A presentation of the Survey is planned for associations after the holidays. The last step is to encourage the ABJ or some other body to take ownership of the next SME Financing Survey.

APPENDIX A

SAMPLE SURVEY FORM

دراسة مسحية للخدمات المالية

يقوم برنامج التنمية الاقتصادية (سابق) التابع للوكالة الأمريكية للتنمية الدولية بإجراء دراسة مسحية للخدمات المالية الهامة والحيوية لأعمالك التجارية.

الرجاء العلم بأنه ستم مشاركة نتائج الاستبيان مع البنوك التي تقوم بطرح خدمات جيدة للأيفاء باحتياجاتكم ستستغرق منك الإجابة عن أسئلة هذه الدراسة المسحية خمس دقائق فقط، مقدرين لك حسن تعاونك معنا.

1. أ. ما هو قطاع العمل الرئيسي؟ لطفًا اختر واحداً مما يلي:
صناعي _____ إنشائي _____ تجارة جملة أو مفرق _____ زراعي _____ خدمات _____

ب. إذا كانت الإجابة "قطاع الخدمات" يرجى الاختيار مما يلي:
نقل _____ طبية _____ سياحية _____ أخرى _____

2. يرجى اختيار واحدة من الفئات التالية لوصف أعمالك :

أ. مجموع الموجودات – بالدينار	أقل من 50.000	50.000 – 300.000	300.000 – 500.000	أكثر من 500.000
ب. إجمالي المبيعات	أقل من 100.000	100.000 - 500.000	500.000 - مليون	أكثر من مليون
ج. إجمالي حقوق الملكية – بالدينار	أقل من 25.000	25.000 - 100.000	100.000 - 250.000	أكثر من 250.000
د. عدد الموظفين	أقل من 5	ما بين 5 و 20	ما بين 20 و 50	ما بين 50 و 100
هـ. عمر النشاط	أقل من سنة	1 - 3 سنوات	3 - 5 سنوات	أكثر من 5 سنوات
و. الوضع القانوني	مؤسسة فردية	شركة تضامن	شركة محدودة المسؤولية	أخرى

3. أ. هل تستخدم الخدمات البنكية؟ نعم _____ لا _____

ب. إذا كان الجواب نعم، ما هي الخدمات البنكية التي تستخدمها؟ تستطيع اختيار أكثر من واحد من الخيارات التالية:
خدمات ائتمانية: _____ قروض _____ جاري مدين _____ اعتمادات او كفالات _____

خدمات غير ائتمانية

___ ودائع ___ حوالات ___ خدمات ___ أخرى

4. ما هي الخدمات البنكية الأخرى التي يجب أن تتوفر لمساعدتك في أعمالك التجارية؟ تستطيع اختيار أكثر من واحد من الخيارات التالية:

أ. الخدمات الائتمانية لغايات: ___ تمويل مخزون ___ تمويل ذمم مدينة ___ شراء معدات ___ شراء عقارات

ب. خدمات غير ائتمانية لدع م: ___ المالك ___ العمل التجاري ___ الموظفين

5. هل تقوم باعداد قوائم مالية (ميزانيات) ومسك حسابات بشكل اصولي ؟ ___ نعم ___ لا

6. هل ترغب بتزويد البنك بالقوائم المالية لغايات الحصول على تسهيلات مصرفية ؟ ___ نعم ___ لا

7. أ. هل تستخدم الكمبيوتر في عملك ___ نعم ___ لا

ب. هل تتوفر لديك خدمة الإنترنت؟ ___ نعم ___ لا

شكرا لك

**USAID Jordan Economic
Development Program (SABEQ)**

Financial Services Survey

USAID's Economic Development Program is taking a survey of financial services needed by your business.

The results will be shared with banks that are designing new services to meet your needs.

It should take you about 5 minutes to answer these questions and your cooperation is greatly appreciated.

2. a. What is your main line of business? Please select one:

☐ Industrial ☐ Construction ☐ Wholesale or Retail Trade ☐ Agricultural ☐ Service

b. If Service, please select one:

☐ Transportation ☐ Medical ☐ Architectural/Engineering ☐ Tourism ☐ Other

3. Select one of the following in each category to describe your business:

a. Total Assets – JD	<input type="checkbox"/> less than 50,000	<input type="checkbox"/> 50,000 – 300,000	<input type="checkbox"/> 300,000 – 500,000	<input type="checkbox"/> over 500,000
b. Total Sales – JD	<input type="checkbox"/> less than 100,000	<input type="checkbox"/> 100,000 – 500, 000	<input type="checkbox"/> 500,000 – 1 mill	<input type="checkbox"/> over 1 mill
c. Total Equity – JD	<input type="checkbox"/> less than 25,000	<input type="checkbox"/> 25,000 – 100,000	<input type="checkbox"/> 100,000 – 250,000	<input type="checkbox"/> over 250,000
d. Total Employees	<input type="checkbox"/> less than 5	<input type="checkbox"/> between 5 and 20	<input type="checkbox"/> between 20 and 50	<input type="checkbox"/> between 50 and 100
e. Years in Business	<input type="checkbox"/> less than 1 year	<input type="checkbox"/> 1 – 3 years	<input type="checkbox"/> 3 – 5 years	<input type="checkbox"/> over 5 years
f. Legal Status	<input type="checkbox"/> personal	<input type="checkbox"/> partnership	<input type="checkbox"/> limited partnership	<input type="checkbox"/> other

4. a. Do you use banking services? ☐ Yes ☐ No

b. If yes, which banking services do you use? You may select more than one:

Credit services: ☐ Loans ☐ Overdraft Facility.

Non-credit services: ☐ Deposits ☐ Trade Finance or Guarantees ☐ Funds Transfer ☐ Other Services

5. What other banking services should be offered to help you and your business? You may select more than one:
- a. Credit services to: ☐ Buy Inventory ☐ Support Accounts Receivable ☐ Buy Equipment ☐ Buy Real Estate
- b. Non-credit services to support the: ☐ Owner ☐ Business ☐ Employees
6. Does your business keep financial records and produce financial statements? ☐ Yes ☐ No
7. Are you willing to share your financial records with a bank to qualify for a loan? ☐ Yes ☐ No
8. a. Do you use a computer for your business? ☐ Yes ☐ No
- b. Do you have access to the internet? ☐ Yes ☐ No

THANK YOU.

APPENDIX B

MEMORANDUM OF INSTRUCTIONS

To: Business Associations and Banks

From: Glenn Tasky, Team Leader of the Financial Component, SABEQ

Re: Financial Services Survey

Date: June 21, 2008

Thank you for agreeing to distribute forms that will allow us to conduct the first Financial Services Survey (the Survey) of private sector enterprises in Jordan. We expect a wide distribution of Survey forms and a large number of responses, especially from small to medium size enterprises (SMEs).

Reason for Survey

While it is widely believed that SMEs are underserved by banks, little market data exists to guide banks as they develop new services for SMEs. Moreover, little is known as to the specific needs of each business sector. For example, a retailer may need inventory financing to grow its business. On the other hand, a wholesale firm may need accounts receivable financing to pay operational expenses until it receives payment from its customers. Although only one page, results from this Survey will provide important information on these and other areas where market data is not available.

Results of Survey

Clearly, your clients will benefit from taking five minutes to complete the Survey form. A solid response will add credibility to the Survey and allow banks to offer services that will respond to your clients' needs. Furthermore, by participating in the Survey, your organization will receive a report from an independent firm with results and findings from the Survey. Only organizations like yours that distributed and retrieved the Survey forms will receive the report.

Below is a list of questions you may have along with our answers, and attached is a copy of the Survey form in Arabic and English. Electronic copies are available but we ask that you not alter the text as this may affect the outcome. Please direct your questions to Kevin O'Brien, Small Business Credit Advisor, at 550 3050 Ext. 178.

Questions/Answers

1. What do I do with the Survey forms?

You will distribute the forms to your clients. An electronic version is available in Arabic and English. Please distribute the forms by July 15, 2008 and send us the completed forms by July 31, 2008. It will be necessary for

you to follow-up with clients that do not respond and someone from your organization may need to fill in some or all of the missing information based on oral conversations. This may occur over the telephone.

2. What if clients do not wish to answer all the questions, such as sales information?

This is an anonymous Survey. Please inform your clients that there is no place on the form for names or contact information because the results will be aggregated into the final report with no reference to individual forms. Therefore, no one should be concerned about their answers. While we would like all questions answered, please collect as much information as possible as we would prefer a form that has most questions answered than no response at all.

3. Is it possible that a client will receive more than one Survey form?

Yes. We are using different distribution channels to circulate as many forms as possible and your client may receive more than one form. If this happens, your client can destroy the extra form or pass it on to another company.

4. When will we receive a copy of the findings of the Survey?

Our intention is to hand over the completed Forms to a professional firm during the first two weeks in August. We are projecting a final report by August 31, 2008. SABEQ will review the report for quality and completeness before sharing it with you.

5. How will participation in this Survey help my organization and our clients?

Your organization will benefit in at least two ways:

(i) although all results from the Survey will be pooled into one report, your organization is free to track results from your clients to better understand their needs, and

(ii) the results from the Survey will provide market information beyond what your own organization alone may access. For example, survey forms will be circulated to bank clients and non-bank clients, and to sectors where your bank may be inactive.

As for clients, this is an opportunity to tell bankers about their banking needs. When was the last time anyone asked your clients the questions shown in the Survey? I have talked to many bankers that want to know these answers and are ready to react based on your clients' responses.

APPENDIX C

DETAILED TABLES EXISTING SERVICES

Table 1 – Existing Services by Business Type

	Credit Services		Non-Credit Services				
	Loans	Overdraft Facility	Deposits	Trade Finance or Guarantees	Funds Transfer	Other Services	Total # of Response.
Agriculture	15	11	10	6	7	4	26
Percentage	58%	42%	38%	23%	27%	15%	
Construction	64	57	63	61	35	27	106
Percentage	60%	54%	59%	58%	33%	25%	
Industrial	134	132	96	134	135	57	195
Percentage	69%	68%	49%	69%	69%	29%	
Services	85	83	81	75	86	39	153
Percentage	56%	54%	53%	49%	56%	25%	
Wholesale or Retail Trade	98	103	69	90	97	34	165
Percentage	59%	62%	42%	55%	59%	21%	

Table 2 – Existing Services by Asset size

	Credit Services		Non-Credit Services				
	Loans	Overdraft Facility	Deposits	Trade Finance or Guarantees	Funds Transfer	Other Services	Total # of Response.
less than 50,000	50	32	64	33	38	19	114
Percentage	44%	28%	56%	29%	33%	17%	
50,000-300,000	105	107	80	95	89	42	183
Percentage	57%	58%	44%	52%	49%	23%	
300,000-500,000	59	55	49	53	59	24	107
Percentage	55%	51%	46%	50%	55%	22%	
over 500,000	176	184	123	180	165	75	236
Percentage	75%	78%	52%	76%	70%	32%	

Table 3 – Existing Services by number of employees

	Credit Services		Non-Credit Services				
	Loans	Overdraft Facility	Deposits	Trade Finance or Guarantees	Funds Transfer	Other Services	Total # of Response.
less than 5	59	48	70	45	49	25	143
Percentage	41%	34%	49%	31%	34%	17%	
between 5 and 20	116	110	98	101	99	48	214
Percentage	54%	51%	46%	47%	46%	22%	
between 20 and 50	79	82	56	80	78	20	119
Percentage	66%	69%	47%	67%	66%	17%	
between 50 and 100	135	137	94	139	129	67	169
Percentage	80%	81%	56%	82%	76%	40%	

Table 4 - Existing Services by equity

	Credit Services		Non-Credit Services				
	Loans	Overdraft Facility	Deposits	Trade Finance or Guarantees	Funds Transfer	Other Services	Total # of Response.
less than 25,000	42	24	50	27	29	19	94
Percentage	45%	26%	53%	29%	31%	20%	
25,000-100,000	89	79	80	74	74	36	152
Percentage	59%	52%	53%	49%	49%	24%	
100,000-250,000	73	74	44	64	59	29	113
Percentage	65%	65%	39%	57%	52%	26%	
over 250,000	172	179	122	185	170	72	236
Percentage	73%	76%	52%	78%	72%	31%	

Table 5 – Existing Services by legal status

	Credit Services		Non-Credit Services				
	Loans	Overdraft Facility	Deposits	Trade Finance or Guarantees	Funds Transfer	Other Services	Total # of Response.
Personal	94	73	86	57	64	34	167
Percentage	56%	44%	51%	34%	38%	20%	
Partnership	104	109	90	109	86	30	187
Percentage	56%	58%	48%	58%	46%	16%	
Limited partnership	131	143	94	136	147	52	193
Percentage	68%	74%	49%	70%	76%	27%	
Other	49	40	36	47	41	35	72
Percentage	68%	56%	50%	65%	57%	49%	

Table 6 – Existing Services by years in business

	Credit Services		Non-Credit Services				
	Loans	Overdraft Facility	Deposits	Trade Finance or Guarantees	Funds Transfer	Other Services	Total # of Response.
less than 1 year	10	6	12	2	7	3	27
Percentage	37%	22%	44%	7%	26%	11%	
1 – 3 years	49	35	42	37	46	20	89
Percentage	55%	39%	47%	42%	52%	22%	
3 – 5 years	52	61	42	54	53	28	109
Percentage	48%	56%	39%	50%	49%	26%	
over 5 years	281	277	222	273	248	108	421
Percentage	67%	66%	53%	65%	59%	26%	

SERVICES IN DEMAND

Table 1 – Services in Demand by Business Type

	Credit Services				Non-Credit Services			
	Buy Inventory	Support Accounts Receivable	Buy Equipment	Buy Real Estate	Owner	Business	Employees	Total # of Response.
Industrial	92	79	105	48	31	89	38	195
Percentage	47%	41%	54%	25%	16%	46%	19%	
Construction	18	32	41	47	8	37	12	106
Percentage	17%	30%	39%	44%	8%	35%	11%	
Wholesale or Retail Trade	79	65	26	25	26	56	27	165
Percentage	48%	39%	16%	15%	16%	34%	16%	
Agricultural	14	10	8	5	7	11	4	26
Percentage	54%	38%	31%	19%	27%	42%	15%	
Service	34	51	36	29	25	55	26	153
Percentage	22%	33%	24%	19%	16%	36%	17%	

Table 2 – Services in demand by Asset size

	Credit Services				Non-Credit Services			
	Buy Inventory	Support Accounts Receivable	Buy Equipment	Buy Real Estate	Owner	Business	Employees	Total # of Response.
less than 50,000	26	23	22	14	17	44	9	114
Percentage	23%	20%	19%	12%	15%	39%	8%	
50,000 – 300,000	70	69	61	46	33	87	24	183
Percentage	38%	38%	33%	25%	18%	48%	13%	
300,000 – 500,000	41	44	41	28	22	39	14	107
Percentage	38%	41%	38%	26%	21%	36%	13%	
over 500,000	95	103	92	64	25	79	58	236
Percentage	40%	44%	39%	27%	11%	33%	25%	

Table 3 – Services in demand by number of employees

	Credit Services				Non-Credit Services			
	Buy Inventory	Support Accounts Receivable	Buy Equipment	Buy Real Estate	Owner	Business	Employees	Total # of Response.
less than 5	42	35	25	21	22	50	11	143
Percentage	29%	24%	17%	15%	15%	35%	8%	
between 5 and 20	75	78	57	48	41	86	25	214
Percentage	35%	36%	27%	22%	19%	40%	12%	
between 20 and 50	43	42	54	30	19	45	26	119
Percentage	36%	35%	45%	25%	16%	38%	22%	
between 50 and 100	76	83	78	54	15	68	44	169
Percentage	45%	49%	46%	32%	9%	40%	26%	

Table 4 - Services in demand by equity

	Credit Services				Non-Credit Services			
	Buy Inventory	Support Accounts Receivable	Buy Equipment	Buy Real Estate	Owner	Business	Employees	Total # of Response.
less than 25,000	25	16	18	13	13	32	8	94
Percentage	27%	17%	19%	14%	14%	34%	9%	
25,000 – 100,000	46	58	53	37	38	70	22	152
Percentage	30%	38%	35%	24%	25%	46%	14%	
100,000 – 250,000	56	51	50	32	11	53	15	113
Percentage	50%	45%	44%	28%	10%	47%	13%	
over 250,000	97	106	87	64	26	79	58	236
Percentage	41%	45%	37%	27%	11%	33%	25%	

Table 5 – Services in demand by legal status

	Credit Services				Non-Credit Services			
	Buy Inventory	Support Accounts Receivable	Buy Equipment	Buy Real Estate	Owner	Business	Employees	Total # of Responses.
Personal	53	47	40	30	28	58	16	167
Percentage	32%	28%	24%	18%	17%	35%	10%	
Partnership	66	69	63	43	25	72	18	187
Percentage	35%	37%	34%	23%	13%	39%	10%	
Limited partnership	85	82	76	47	29	79	47	193
Percentage	44%	42%	39%	24%	15%	41%	24%	
Other	30	28	28	20	11	31	16	72
Percentage	42%	39%	39%	28%	15%	43%	22%	

Table 6 – Services in demand by years in business

	Credit Services				Non-Credit Services			
	Buy Inventory	Support Accounts Receivable	Buy Equipment	Buy Real Estate	Owner	Business	Employees	Total # of Responses.
less than 1 year	9	4	3	3	5	5	2	27
Percentage	33%	15%	11%	11%	19%	19%	7%	
1 – 3 years	35	36	26	17	17	38	15	89
Percentage	39%	40%	29%	19%	19%	43%	17%	
3 – 5 years	39	35	36	20	16	51	20	109
Percentage	36%	32%	33%	18%	15%	47%	18%	
over 5 years	152	163	150	113	57	158	69	421
Percentage	36%	39%	36%	27%	14%	38%	16%	

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