

# THE 6 Pillars of MSME Health

**Most MSMEs don't fail  
because of competition...**

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...they fail because they misdiagnose their own problems.

- Challenges rarely occur in isolation
- Cashflow issues often stem from pricing
- Pricing issues stem from customer clarity
- Delivery issues stem from operational inconsistency

A structured assessment across six pillars provides a 360° view of business health.

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# PILLAR 1: FINANCIAL DISCIPLINE



Strengthen the economic engine.

Cashflow  
hygiene

Unit economics

Capital  
efficiency

Payable and  
receivable  
cycles

Strong financial visibility enables predictable scaling.

# PILLAR 2: CUSTOMER ENGINE



Create predictable, repeatable demand.

Clear ICP

Strong  
positioning

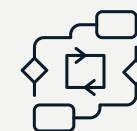
Repeatable  
acquisition

Consistent  
conversion

Growth is not traffic, it is structured demand generation.

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## PILLAR 3: OPERATIONS & DELIVERY



Ensure reliability in the value chain.

Process  
stability

Turnaround  
times

Defect and  
error rates

Fulfillment  
accuracy

**Most MSMEs leak profitability through operational inefficiencies.**

## PILLAR 4: LEADERSHIP & STRUCTURE



Build clarity, ownership, and accountability.

Defined roles

Responsibility  
ownership

Incentive  
alignment

Performance  
management  
loops

**Organizations break when teams run on intent instead of systems.**

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## PILLAR 5: DIGITAL & DATA MATURITY



Use systems to scale, not manpower alone.

Workflow  
transparency

Automation and  
tools

Reporting  
dashboards

Data accuracy

No MSME in 2025 can scale sustainably on  
spreadsheets alone.

## PILLAR 6: GOVERNANCE & RISK



Build resilience before it is required.

Compliance  
and  
documentation

SOPs and  
audits

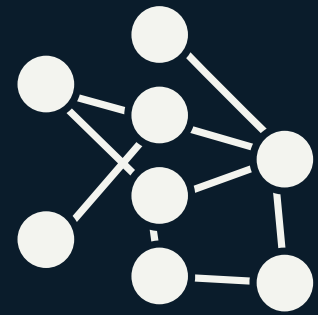
Internal  
controls

Contingency  
planning

Risk readiness is often addressed only after disruption  
occurs.

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**All six pillars are interconnected.**



**Financial issues often originate in weak operations.**

**Operational issues often originate in leadership structures.**

**Leadership gaps often originate in governance weaknesses.**

**Strengthening the system requires strengthening every pillar.**

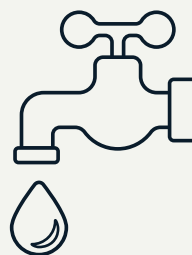
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# A structured evaluation reveals:

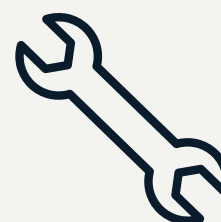
**What is  
strong**



**What is  
leaking**



**What to fix  
next**



**Healthy MSMEs scale without chaos - because their foundation is built on discipline.**

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# STRATISIAN

Strategy.  
Structure.  
Scale.

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