

# Why 70% of SME Failures Are Internal, Not Market-Driven

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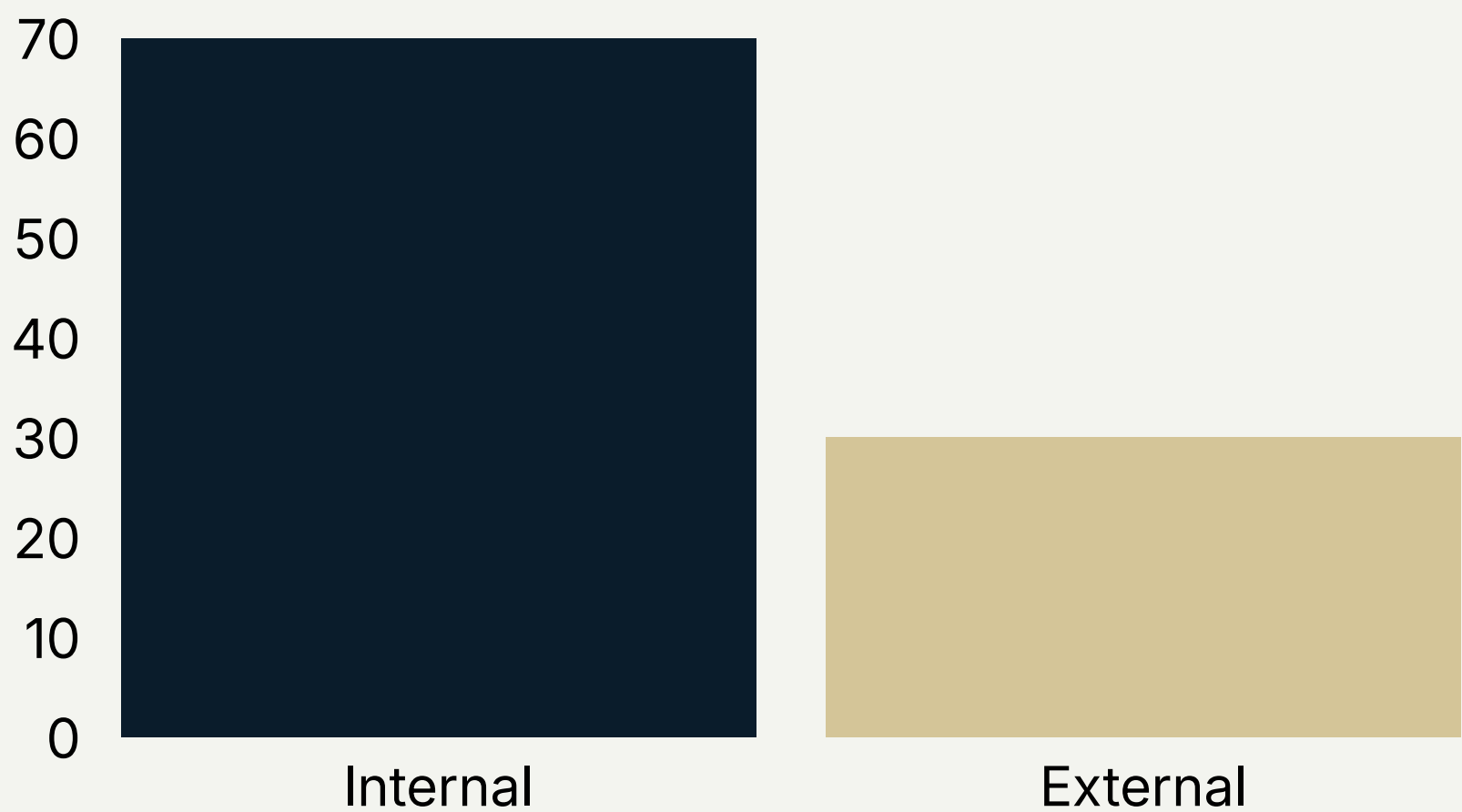
**Most failures don't happen  
to SMEs.**

**They happen inside SMEs.**

The root cause is not competition.  
It is structural weaknesses.

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# Internal vs External Failure Drivers



Internal drivers dominate SME failures.

Problems are internal, consequences look external.

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# Top 5 Internal Issues

1. Weak documentation and SOPs
  2. Lack of accountability
  3. Unpredictable delivery
  4. Financial discipline gaps
  5. Inconsistent customer experience
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# SMEs blame:

- Competition
- Pricing pressure
- Market slowdown

**But the real failure point is:  
Internal structure not ready to scale.**

## What Can Fix It?

Structural clarity enables:

- Predictability
  - Repeatability
  - Reliability
  - Scalable delivery
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**Healthy businesses don't  
win because markets are  
easy.**

**They win because they are  
structurally strong.**

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# STRATISIAN

Strategy.  
Structure.  
Scale.