

A Study on How Small Businesses Can Financially Compete with Large Businesses

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Abstract: *Small businesses can achieve financial competitiveness with large businesses through a combination of strategies. These include niche market specialization, agility, cost-efficiency, strong customer relationships, a robust online presence, local community engagement, strategic partnerships, a focus on quality, employee engagement, effective financial management, exploring alternative financing options, competitive pricing, responsiveness to customer feedback, scalability planning, legal compliance, branding, and marketing efforts, data analytics utilization, and the implementation of customer loyalty programs. These strategies empower small businesses to differentiate themselves, adapt to market changes, and thrive financially in a competitive landscape.*

Keywords: Niche, market, Agility, Cost, efficiency, Customer, relationships, Partnerships, Financial