

# RESEARCH SUMMARY

<b>Title</b>	<b>Enterprise segmentation &amp; development</b>
<b>Objective</b>	Appeal of TfL's Enterprise scheme amongst small and medium sized businesses, segment the market and guidance to increase uptake and retention
<b>Date</b>	April 2009
<b>Methodology</b>	Three stage project with a representative sample of London SMEs: 8 depths followed by 212 online surveys with key decision makers; then 18 face to face interviews with the three segments

## Key findings

- Most companies do not currently have formalised travel policies and there is a good level of interest in the TfL Enterprise offer. 45% of London SMEs are interested and 38% say they would implement.
- The highest level of interest was from larger SMEs with more than 100 employees who represent a key target for Enterprise.
- Three key benefits drive interest in Enterprise - cost savings, employee well-being and company reputation. Formal accreditation is also seen to have potential - for larger SMEs particularly - consolidating reputation benefits.
- There is a good level of interest in many of the initiatives offered by Enterprise –particularly staff benefits and information resources. Concerns and barriers to the scheme include the cost to business, staff and logistical commitment, pressure on resources and fear of unnecessary change.
- The research identified three segments amongst London businesses: Outer Directed Idealists (26%), Inner Directed Pragmatists (31%), and Security Driven Traditionalists (43%).
- The Security Driven segment indicate the highest likelihood to implement - driven by cost saving benefits and competitive advantage; followed by Outer Directed - driven by cost savings, reputation benefits and staff wellbeing / happiness. Inner Directed were least likely to implement the scheme - concerned by low staff demand and unnecessary change.

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