

EMPOWERING WOMEN ENTREPRENEURS:

The AI Impact - Visa Women SMB Digitalization Index

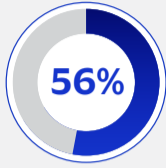
VISA



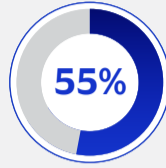
1 Women Entrepreneurs Embrace Artificial Intelligence



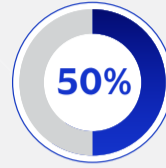
for customer service



for supply chain management



for payments and billing



for data analysis & decision-making

2 Overcoming Challenges, Embracing Opportunities

1

35%

require better payment acceptance training

2

34%

seek better customer acquisition strategies

3

31%

find partnership a key challenge

4

30%

struggle to find the right talent

3 Thriving in the Digital Marketplace



37%

focus on foundational security measures to secure digital transactions



44%

prioritize employee awareness & training for digital transaction security



55%

use e-commerce/B2B/B2C accounts for online sales



55%

leverage business websites for online sales

4 Seeking Support, Aiming for Expansion

49%

will focus on broadening customer reach

45%

aspire to explore new markets or industries

45%

focus on enhancing their range of products or services

20%

seek knowledge in financial and budget management

About the Study

Visa commissioned YouGov to conduct its 'Women SMB Digitalization Index' study, surveying 954 women business owners across the UAE, KSA, Kuwait, Oman, Qatar, and Bahrain between May 9th and 21st, 2024. The study, conducted through a 10-minute online questionnaire available in both English and Arabic, aimed to understand the financial habits and preferences of women-led businesses, particularly regarding digital payments.