

Leadership in our priority segments

Ernst & Young aims to be the market leader in its strategic priority segments. Major multinationals (Global Accounts) are our key segment, followed by companies that have the potential to become global players (Strategic Growth Market Accounts), major national companies (National Priority Accounts), and ambitious mid-sized businesses and start-ups (Core Accounts).

No other country has a ratio of multinational headquarters per inhabitant as high as Switzerland. This makes the country one of the largest fee exporters within the global Ernst & Young organization. In stepping up its advisory services, Ernst & Young sees a strategic opportunity to expand its market position with the leading 300 or so multinational corporations. Currently we generate around 30% of our global revenues in this segment. The market share in Switzerland is somewhat larger.

The Strategic Growth Market Accounts are also important in terms of future potential. A number of companies from this group are expected to advance into the top league of global players in the very near future. Ernst & Young offers specific services for these fast growing, internationally expanding companies, such as financial advice or assistance with an IPO.

The National Priority Accounts include some of the country's largest firms, which enjoy an outstanding position due to their enormous significance for Switzerland. Ernst & Young intends to grow along with these companies, such as the cantonal banks or state-owned enterprises.

The other segments that are part of Ernst & Young's core business are grouped under Core Accounts. Over one half of global revenue is generated in this segment which includes sophisticated and ambitious mid-sized companies. Generally, clients in this segment do business all around the world and also manufacture or sell their products abroad. But even the smaller mid-sized companies are increasingly confronted with complex problems that a local accountant without a network cannot solve.

Start-ups are also included in the Core Accounts. In order to remain the leader in the mid-sized segment, it is vital that we begin working with young, ambitious growth firms right from the outset. This type of company already has expansion plans at a relatively early stage. For this reason they need the type of international advisory services that Ernst & Young can offer. Our aim is to grow as auditors and advisors along with these companies and be a part of their success stories. One special client group consists of the national and international family-owned companies. Ernst & Young has assembled its own Entrepreneur Team to handle the special needs of these enterprises.

SEGMENTS

