

## **EFFECT OF FINTECH PAYMENT SYSTEMS ON THE BUSINESS STRATEGIES OF SMES**

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### **ABSTRACT**

FinTech is permeating every aspect of our economy. It promises a lot of opportunities for Small and Medium Size Enterprises (SMEs). Bank of Ghana observed a significant increase in the various FinTech payment platforms during the 2020 fiscal year (Bank of Ghana, 2020). SMEs are therefore expected to adopt FinTech in their business transactions. Several institutions such bank of Ghana and the ministry of Finance are promoting the use of FinTech payment platforms among SMEs. Retail Pharmacies is one sector that has received a lot of boost for the adoption of FinTech payment platforms (Bawumia, Lecture on transforming an economy through digitalisation, November 2, 2021). Besides, the introduction of the E-pharmacy even makes the adoption of FinTech payment platforms very imperative. However, these have not yielded the expected impact as most Retail Pharmacies in Ghana are yet to adopt FinTech payment platforms in their business transaction. This study aims to explore the effect of adoption of FinTech payment systems on the business strategy of Retail Pharmacies using the strategic triangle (3Cs) framework.

### **The Purpose of the Study**

The study specifically examined the effect of FinTech payment systems on the customer based strategies, company based strategies and competitor based strategies. The study will also analyse the extent of impact of FinTech induced business strategies on the competitive advantage of retail pharmacies. The study will use 384 Retail Pharmacies selected through systematic random sampling technique.

### **Methodology**

The study will used primary data collected through research questionnaires. The study will use correlation analysis and OLS regression to analyse primary data collected.

### **Expected findings**

Theoretically, the study will expand the application of strategic triangle (3Cs) framework as there is little empirical studies on the framework. The study will demonstrates how the framework will help retail pharmacies to achieve competitive advantage. Practically, the study will help owners and managers of retail pharmacies to appreciate the impact of FinTech payment systems on their business strategies in achieving competitive advantage. Retail Pharmacies will

appreciate how to integrate FinTech payment systems into business strategies. This will increase the adoption and usage of FinTech payment plans.

**Keywords:** FinTech Payment Systems, Business Strategy, Competitive Advantage

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