

Shockproof Your Business!

How to Survive in Hard Economic Times



ABBY

P R A C T I C E

Whilst the share market moves ahead and many of the indicators point that the economic downturn will not be as severe as first contemplated, we are still seeing a number of small businesses struggle to survive in the more difficult economic times.

It is clear that the quick phone-call to your lender when the business is short of funds is a thing of the past.

What are some of the things that your business should look at?

CAN you obtain more business from the people that know you already? This is the cheapest area from which to generate new business. Your existing clients know and trust you. Advertising funds spent with your current clients may be more beneficial than funds spent with the public at large. The largest companies in the country are doing just this with all sorts of

customer loyalty programs being provided to their clients.

REVIEW your plant and equipment and sell off any plant items that are not used. Cash in the bank is a far superior asset compared to a plant that is not earning its keep. You may find that you are much better off to rent an item of plant when it is needed than to own the equipment yourself.

USE of sub-contract services. Many small businesses feel that they should complete all the work required by their clients within the business.

This may certainly be the most profitable method of operation but it does mean you lock up resources in the form of plant, staff costs and overhead costs. The use of some sub-contract services gives you the flexibility to eliminate or reduce the use of the service as business contracts. You may also be able to share part of your commercial rent with the sub-contractor.

AT Abby Practice we believe that a profitable business is far superior to a loss making operation and we strive to help a business to generate the maximum profit available.

To discuss making your business more profitable, contact Sid Edwards, Senior Partner, at Abby Practice on 9476 0399 for a free initial discussion.