

SUCCESS IN BUSINESS

Top 5 strategies for succeeding in business during these times!

Succeeding in business during challenging economic times requires strategic agility, discipline, cost management, innovation and business support.

1. **Having a plan:** The old saying of ‘failing to plan is planning to fail’ holds very true in business. A business plan can be as easy as a one-page document identifying your objectives, method of operation, risks and money management.
2. **Cashflow management:** Having enough money to metaphorically or actually open the doors to your business and keep it running is the bare minimum. Costing week by week and month by month is essential!
3. **Customer-centric focus:** Knowing who your profitable customers are, what they want and how they want to receive the product or service you provide is the foundation stone of any good business.
4. **Operational management:** Working on the business, not merely in the business means you can focus on running the business properly and profitably.
5. **Marketing:** Your marketing acts as your ‘shopfront’ or window to the world of what you offer, what makes you different or special and why your clients should choose you over all your competitors!

Many people who operate a business may not have much formal or informal business management training or experience. It’s for this reason having someone who can help you with the planning and implementation of your business plan until you are on track is essential for every business.

Your first port of call is to contact Harry Pontikis for a discussion on your situation and to identify the next steps for you and your business!

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