

# Helpful Hints for Small Business

## TIPS FOR STAYING ON TOP IN BUSINESS

Surviving and in fact thriving in business requires constant attention to key factors and careful attention to operational, management & marketing issues. The points below outline some ways to keep your business on top.

### MANAGEMENT

- Use professional advisers – the money this costs is an investment, not just an expense.
- Regularly review your business performance & identify if you have met your goals.
- Review business insurance policies to ensure that coverage is appropriate.
- If your work day is out of control, consider a period of “no phone” time. Use this time to make progress on important tasks. The phone is a great tool but don’t be a slave to modern communication technology.
- Acknowledge staff performance & encourage good working morale.
- Review the décor & layout of your premises to ensure that you are conveying the most professional & appealing image to clients.



### MARKETING

- Regularly review & update your marketing strategies.
- Monitor market trends & changing needs of customers. Adapt to their needs, because they won’t adapt to yours.
- Maintain competitive price strategy. Look at what your competitors are charging.
- Consider advertising in a group or co-operative to increase the effectiveness of your advertising.
- Look at offering ad-ons or package your goods or services to meet your customers’ needs.
- Keep up-to-date on product & service development as well as technical change.
- Consider attending relevant trade shows & exhibitions that may inspire your business.



### OFFICE MANAGEMENT

The functioning of your office can be improved by making sure that:

- Scan documents and electronically file them so they can easily be found when needed.
- Identify the computer system & software, furniture & equipment that will improve efficiency.
- Regularly review the telecommunications system to take advantage of the latest technology & pricing policies.

### BUSINESS COMMUNICATION & IT

Your business communications can be improved by making sure that:

- Computers are regularly cleaned and defragmented, and operating systems and software reinstalled;
- Anti-virus software is loaded on every computer and regularly updated;
- Files and settings are routinely backed up and back-ups are stored in a safe and secure place;
- The most common problems with the computer system can be fixed within the business;
- You have a reliable technician who can help with more complex computer and technology problems;
- Clients and suppliers can always get through to staff or a message bank.

