

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.

