

Ensure Success for Your Business in the Current Economic Climate with the our Credit Crunch Tips

Despite the effects of the credit crunch and rising costs, there are still plenty of ways that you can ensure success for your business today. Here are some useful tips to help protect and expand your business through these difficult financial times.

Financial Flexibility

Don't keep all your eggs in one basket

- Arrange your finances with a number of institutions.
- Be aware that relationships with your bank can't be depended on.
- Maximize your finance options and borrowing potential.

Focus On Your USPs

Work hard to get lucky

- Look at what sets you apart from your competition and maximize your strengths.
- Source new business opportunities.
- Look at diversifying your business.

Plan Ahead

Failing to plan is planning to fail

- Have contingency plans arranged for changing markets.
- Be realistic in your planning and build in flexibility.
- Plan short, mid and long-term.

Manage Your Costs

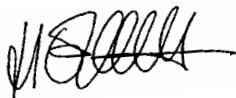
Do something different

- Keep a regular check on all your costs and negotiate better deals.
- Look at what costs you can reduce and those you could benefit from increasing.
- Don't overstretch your business – have a healthy balance sheet.

Seek Professional Advice

Don't be afraid to ask for help

- Keep in regular contact with your professional advisors.
- Take professional advice to make the most of your business and avoid disasters.
- Let your advisors help you prepare for difficult situations.



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