

## Prepare & Plan For The Future Of Your Business

Now is the perfect time to prepare and plan for the future of your business and to ensure that by having a compelling proposition and joined up approach to promotion and business development you can help make your business recession-proof.

This downturn is not going to last a few weeks or months, it is going to last a whole lot longer. If you are planning to be in business during the "lot longer" bit, think less about pulling in your horns and more about supporting your business development drive and ensuring there is a constant stream of opportunities from new and existing sources.

---

*"Think less about pulling in your horns and more about supporting your business development."*

---

To use an analogy, think of a long-distance runner. A strong runner will speed up when he or she hits a hill and will have the capacity, nerve and strategy to cope with the challenge. Is your business well placed to run up the hill that is looming in the next two to three years?

To thrive during this uncertain period you must display; 1) A belief in marketing and business development 2) A need to foster a culture bold enough to increase investment in marketing and be determined to push harder in your messaging. 3) A need to accept your limitations and be prepared to budget for expertise to help you deliver a compelling brand proposition and marketing strategy for your business.



One never knows what is round the corner. Its easy to talk oneself into inertia right now, battening down the hatches and putting on tin hats as the way to deal with these challenging times or do you stand up for the alternative view with a renewed focus.

Perriam & Partners Limited  
Chartered Accountants & Business Advisors