

Recession Planning

This Assessment has been designed by a team of professional consultants who specialise in assisting companies grow and protect their businesses. The team has over 40 years experience of working with businesses, assisting them through their difficult times and is made up of a Commercial Chartered Accountant, a Sales and Marketing Specialist, a HR Consultant and an IT professional.

It is a general assessment that can be adapted for a particular type of business and will provide an outline of the most vulnerable areas of its operations. It will provide an immediate insight into areas of the business that can and should be streamlined.

In a recession many business owners immediately cut spending on training and marketing. However, if customers and potential new customers do not know who you are and what you do, and your staff are not best trained to do their job, business will surely be lost.

The assessment looks at how you can maintain your competitive advantage, whilst still making any prudent cutbacks.

It is based on a questionnaire, the results from which provide you with a comprehensive report with hints, tips and recommendations for improving profitability and productivity.

It can be used by professional advisors to assist their clients survive and prosper through the current economic downturn or by owner managers who want to identify what they can do to survive the Recession.

Primary purpose

The Recession Planning Assessment covers all areas of a business and provides a comprehensive insight into the different areas where costs can be saved, productivity improved resulting in increased profitability.

“We don’t know what we don’t know” – the Recession Planning Assessment will generate ideas for making improvements in any business. The resulting report is extremely comprehensive and provides a thorough overview of the business with recommendations for making improvements and saving money.

All business people have certain strengths and the Recession Planning Assessment helps form an understanding of what those strengths are, whilst providing insight into areas of the business that require additional focus and attention, in order to streamline and save time and money.

It is used to:-

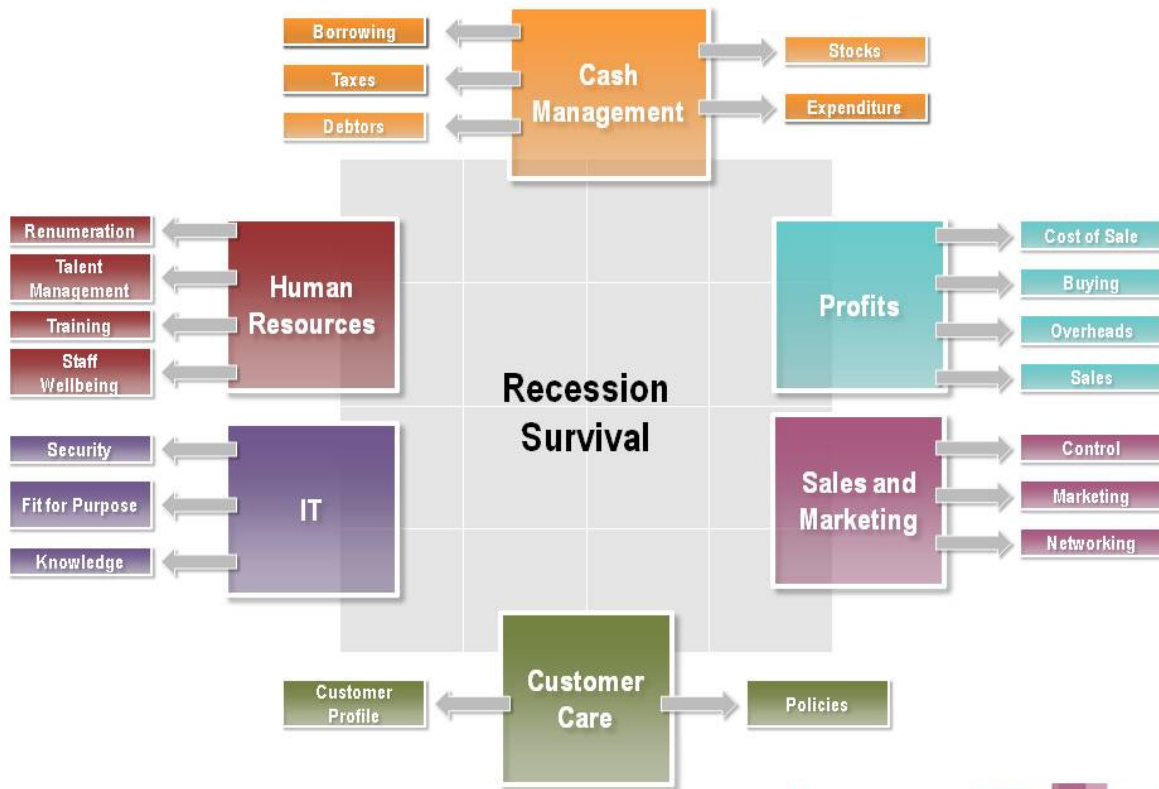
- Create an overview of what the business looks like currently
- Aid planning processes which are based on fact and knowledge of the individuals working within the business
- Generate ideas for improving the businesses profitability
- Save time and money and involve individuals in the growth of the business
- Offer alternative ways of doing things to save time and money
- Identify where cut backs can be made without causing damage to the business.



Summary

The Recession Planning Assessment will provide both business advisors and owner managers with a platform from which to develop a structured approach to surviving the Recession. It is designed as a toolkit giving valuable information, linked directly to your business issues as identified through the answers you provide in the questionnaire.

It is an extremely comprehensive review of the business and will create the framework, which can be used to implement strategies that will improve the sustainability of a business.



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