

# Your Business Matters!

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## **Services offered at the BRC:**

- Business Retention & Expansion Strategies
- Single point of contact for business info and resources
- Free consultations
- Workshops/Seminars
- Business Registration/Renewal
- Legal & Accounting Mentorship Program
- Networking

THINKING

STARTING

**GROWING**

EXITING

**A CHANGING ECONOMY MAKES FOR BUSINESS CHANGES- MAKE SURE YOU DON'T MISS A BEAT OR GET LEFT BEHIND.**

Although the economy is changing around us, this is an opportune time to reassess your business. Leave no stone unturned and take a true, hard look at your business.

**DO A SWOT ANALYSIS ON YOUR BUSINESS** — Get together with your key employees for a candid brainstorming session and review your strengths, weakness, opportunities for your business and potential threats. Let them be part of your continued success and take a true look at everything. Develop a plan of action to deal with those both in and out of your control. Don't wait to react. Plan for change or even create it!

**SPEND MONEY WHERE IT WILL HAVE THE MOST IMPACT** — Make cut backs where you can, but make sure you continue (or even increase) to spend in areas that offer



the greatest increase in sales. Get the word out without breaking the bank (networking and inexpensive advertising (emails) can take the place of your more costly approaches (drop in sales calls). Use your connections and systems to be in the face of potential clients. Remember to network, network, and network!

**AVOID UNNECESSARY COSTS**—A penny saved is a penny spent somewhere else! Watch where you are spending and make sure each penny spent has a positive result to your business. Otherwise, save your money!

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 [www.businessresourcecentre.ca](http://www.businessresourcecentre.ca)  
**Royal Bank Business Centre** 519-758-2500 [www.rbcroyalbank.com](http://www.rbcroyalbank.com)