



ems e-news

Top Issues

After 18 months experience in the GFC business environment we have noticed a trend within the SME business community to look for smarter ways to generate new sales, drive greater efficiency and generate sustainable profitability. The top issues to consider are:

- > Introduction of cost effective technologies
- > Embrace new marketing methods
- > Selective outsourcing of business functions
- > Product and Services Innovation

Article written by:

John Scutt – Managing Director
The Lindfield Partners Pty Ltd

The Lindfield Partners Pty Ltd
Suite 6, 12 Tryon Road
Lindfield NSW 2070 Australia
Phone: 61 2 8407 9372
Fax: 61 2 8407 9472
Email: john@lindfieldpartners.com.au
www.lindfieldpartners.com.au

Smart Business Ideas in 2010

Update on SME Business Conditions Post GFC

Back in 2008 when the GFC was impacting on the very survival of many SME businesses we described a number of strategies to adopt to ensure survival (refer our Newsletter - Surviving the Economic Downturn).

Now 18 months later what have we learned from the experience? The statistics on SME failures are still rising according to the latest information from the Australian Bureau of Statistics.

The outlook requires the SME business owner to explore all available opportunities to improve performance and avoid becoming another statistic.



We have identified a number of warning signs for business owners that may be hanging on hoping for an improvement in the economic cycle in 2011.

These include:

1. Poor outlook for forward orders
2. Blow out in debtor days outstanding
3. Short term losses from trading
4. Limited ability to cut costs
5. Poor cash flow
6. Lack of Bank support for additional facilities
7. Creditors insisting on COD or limited open credit
8. Tax office pressing for overdue taxes

We have identified several trends with top performing SME's looking at more cost effective technologies to support their business productivity and also looking at suitable outsourcing solutions as a way of further enhancing profitability. We have been compiling a set of business initiatives for SME's that are critical for clients to think about in making plans for the next year.

If you would like to discuss the opportunities available to grow your business in 2010 please do not hesitate to contact us.