



The Business Experts Bureau Great Business Idea - Tuesday 22 Feb 2011

There is a new economic climate, we have to change our business to adapt to that, we have to change our plan. The best way of going about changing that business plan is to work to the goal. Everyone accepts that regardless of what happens in our day, the goal remains the same. We all want to achieve a certain amount of profit in our business whether its \$50k or a million dollars. Once we've got that clear goal, we need to consider the norms of today, how many resources have we got? What are our sales like? What physical things I can change in my business to get to that desired results?

Sell more, sell for more, or make more out of each sale. All of these three factors have to be taken together. Setting budgets shouldn't feel like creating miles and miles of spreadsheets. You need to focus on the basics.

If I want to get to a million dollar profit figure, how many more things do I have to sell?

If I can't sell any more items/services then how much more will I have to make on each sale and how can I increase the price?

If we've run out of options on those two, then it simply comes down to reducing costs and investigating how can I be more efficient at what I do, to get to the same result? It's simple when you look at it that way.

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