

Financial year 2009 -10 Business Opportunities for Small Businesses

InterAlliance Group Services

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2009-10 might be a year of opportunities for Small Businesses

Is 2009 going to be tough for every business?

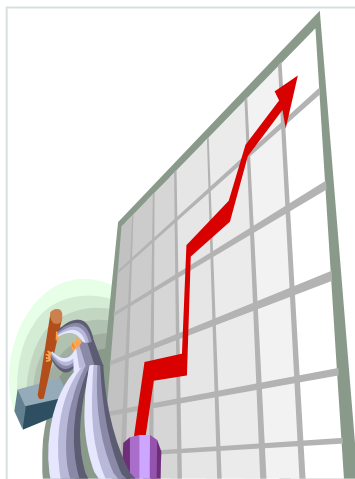
We have been hearing news of big businesses collapsing, companies filing for bankruptcy, government launching new financial aid packages, never heard before Mr. Madoff, Swiss bank UBS, American banking giant Citibank, GM, Ford....news and news of big companies finding hard to survive in current financial turmoil.

But it might not be that bad for small businesses as compared to large ones. It is a right time for a new and small business to grab more business opportunities.

How can small businesses grow at this time ?

Currently many large businesses are making job cuts, cutting down expenses, salaries, bonuses to maintain profitability and minimise financial loss. At the same time, it is difficult for many large companies to lower down prices of their products or services; reason being - large businesses might not afford to make price reduction as this will affect profitability leading to less capital for growth and to meet costs.

This is a green indicator for small businesses to grab opportunities at a price economical for them. Since small businesses are more flexible in terms of pricing, chances are potential clients would also be willing to give more business to small companies.



HOW TO BOOST SALES?

Analysis: Concentrate on the requirements of your potential client organisation.

Marketing: Cold calls, marketing emails, networking events, pamphlets, classified adverts - try any mode to make people interested in your product or service.

Relationship: Remember that even if business takes place under two company names, it is always people who make decision. So maintain good relationship with your current clients to gain more business opportunities.

Customer Service: Offer high quality customer care to current clients.

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Seeking Advice?

At InterAlliance Group Services we assist our valuable SME clients in business development by offering our business advisory services.

We offer Business Advisory, IT and Outsourcing services leading to development of small and medium size businesses.

Contact us and we will assist you in bringing success to your business.

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