

Keeping Small Businesses “On-Track”



It is true that the current economic conditions present some serious challenges for everyone, including small businesses. It is also true and important to emphasize that small businesses are critical to our economy and they have some advantages and opportunities during these times as well.

Small businesses are more agile – they can adapt more quickly. And, small businesses know about efficiency and working smart. While there is a reduction in spending overall, there is also an increase in local shopping as more and more people are choosing to shop closer to home.

In order to take advantage of the opportunities and advantages, businesses have to act now to increase profits. This is not the time to wait for an increase in sales to drive profits. Small businesses need to act now to make the changes that are required to become more profitable.

Strong management systems are now more important than ever. With almost no working capital available through the traditional banking system, it is critical that small businesses learn to finance their own growth through increased profits. Increased profits need to be put aside in separate interest bearing account to become the working capital to meet a future shortfall or support future growth.

Without lines of credit and working capital available as a cushion, small business owners must uncover cash in their businesses. Understanding and managing each business’ unique cash cycle is now more essential than ever.

alt.Consulting has developed an “On-Track” Business Analysis tool designed to assist small businesses in becoming profitable and growing in challenging times. This “On-Track” analysis is not a quick fix. It is a thorough analysis of 3 essential areas of your business condensed into a 10 to 15 hour engagement that will give you the information you need to make informed, strategic decisions now as well as implement key recommendations for long-term success.

Contact us today for your “On-Track” analysis.

Article Written by:
Ines Polonius
Executive Director

alt.Consulting, Inc
870-535-0011
901-312-9797

@alt.Consulting 2008