

8th Tishrei 5769
7th October 2008

Dear Client,

Business and Finance Alert:
Time for Dynamic Management and Creative Thinking

There would appear to be an abundance of recessionary indicators of late, and these may not be easily ignored. It certainly would behoove the prudent businessman and professional to give close attention to the marketing and financial planning required in these circumstances. This is a time for dynamic management and creative thinking. Your business or practice can 'go up' in a slow-down, but this requires constant and 'on-hand' attention. Similar thoughts apply to investors in these times.

Business and Economics

It is our belief that panic and hysteria do not make for sound business and financial planning and decisions. There is a need for careful evaluation, caution, stability and calmness. We would counsel 'business as usual' - not as a cliché, but as the correct approach to the current situation. There is a need for intensive, aggressive and creative marketing . . . for realistic setting of business and investment policies . . . and for a positive - yet cautious - outlook in your business or practice. This is no time to slow the momentum or curb creativity.

Staying on Top of the Recession

- Retain cautious optimism;
- Develop creative and aggressive marketing strategies;
- Monitor budgets very closely and continuously (and you should have a budget);
- Discard any 'wait and see' or 'put on hold' approaches to running your business or practice;
- Re-think your business or practice - e.g., what exactly are you selling, and what do your clients/customers/patients really want;
- Think and act positive, no matter how difficult; the business world does not tolerate negative signals! Nor do customers or clients.

Budgetary Controls

This is an opportune time for careful review of budgets. Small and medium-sized businesses and practices are strongly recommended for close budgetary monitoring of expenditure. The type of questions that should be asked include:

- Is this expense absolutely necessary, and what does it provide?
- Are all staff fully and efficiently employed? Are all necessary?
- Is the increase in expenditure reasonable? (Analyse variances.)
- Can bank credit be reduced? How cost-effective are financing operations?
- Do you monitor closely debtors and creditors?

Now's the time for that coffee and chat! Come on in!

G'mar Chatimah Tovah and Chag Sameach!

With very warm and sincere wishes,

Jeff