



# CASHFLOW AND MARKETING BIG ISSUES



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According to merged results from a recent Bizzone/National Bank Survey of 44,000 business owners, cashflow (32.6%) and sales and marketing (13.6%) are the two major issues facing business today.

Bizzone joined forces with the National Bank to find out how they could best support business owners in 2009.

"This year, facing a challenging economic climate, it is even more vital that we stay tuned to the needs of business," Bizzone managing director Sarah Trotman says.

"Our research shows that most business owners come to the expo seeking business support services and who better to give it than chartered accountants."

"Smart marketing" is the theme for the 2009 Bizzone Business Expo and Trotman says this is an area which professionals often neglect. There will

be a Smart Marketing School during the expo run by Bizzone's own marketing strategist, Dave Wild, and a special morning during the free National Bank Seminar Series on 28 May designed to keep all business owners up to date with marketing essentials for 2009.

The Bizzone Business Expo will also have a new Smart Marketing Zone, the Meridian Energy Sustainability Zone, and the highly popular Statistics NZ Business Information Zone.

The expo has strong support from Auckland City Council, *NZ Herald*, *NewstalkZB*, *OGGI*, *The Press* and the Marketing Association.

Everyone attending the Bizzone Business Expo will be in to win a \$100,000 Smart Marketing prize of mentoring, design services, education courses, and advertising space.