



Great time for SMEs to make a difference

Small and medium contractors should be taking advantage of their size to do well during the downturn, business support specialist Sarah Trotman says.

Small and medium enterprises should be positive about the future; they are much more nimble than their larger business counterparts many of whom are spreading the "doom and gloom" message, she says.

Trotman urges smaller businesses to look for opportunities to grow market share while their larger competitors have their foot on the brake.

"Small and medium businesses are the lifeblood of the New Zealand economy, making up 96% of the economy," she says. "They should be mindful but not fearful of what's happening in the world right now; enjoy their ability to be flexible, focus on staying on the right track and take advantage of all the fantastic business support offerings out there to keep their companies buoyant.

"There are so many positives out there - like lower interest rates and the lower NZ dollar. It's time to embrace the positives and dismiss the negatives and seek out opportunities that proactively address the changing market we're now facing."

After a recent survey conducted by Trotman's company Bizzone in partnership with The National Bank to find the biggest challenges facing business owners, Trotman says she was heartened by the many positive responses from the survey.

"While the main issues dealt with cashflow, sales/marketing and employment, we also



Sarah Trotman

received many comments like 'all good out there' and 'Life just doesn't stop because the gloom merchants say so'.

"Without denying it's more challenging out there, we are very positive about the outcome for 2009. We expect the SME sector to grow as more people become self-employed," Trotman says.

Sarah Trotman runs Bizzone whose products include the country's largest event for business the Bizzone Business Expo, NZ's largest circulating business magazine and the Vero Excellence in Business Support Awards.

www.bizzone.co.nz

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