



Great time for SMEs to make a difference

Small and medium businesses 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 who occupy the doom and gloom pages in the business media.

Trotman says while we face challenging times it's also a time for SMEs who are passionate about business to take a positive stand. Her company, Bizzone, has commissioned 'We love business' billboards around Auckland because she believes there has never been a more important time to take a stand.

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 moving forward.

"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."

Trotman, whose company was listed at 29th in the 2008 Fast50 growth index, runs Bizzone whose initiatives 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.

Trotman says entries were up for the 2009 Vero Excellence in Business Support Awards which will be presented by the Prime Minister Hon John Key during the Bizzone Business Expo in Auckland on 28 May and exhibition bookings are on track for each of the three expos.

"Our small and medium businesses play a critical part in our economy. John Key says, 'They provide Kiwis with the essential goods and services they need. They help drive innovation across our economy. And they can become — with good leadership and support — our large businesses of tomorrow. In these challenging economic times, it's important that we do what we can to help small businesses succeed. That's why the Government has introduced a Small Business Relief Package aimed at reducing red tape and making it less expensive for small and medium businesses to manage their cash flows and pay taxes.'"

"Without denying it's more challenging out there, with 'smart marketing' our new expo theme this year we are very positive about the possibilities for business in 2009. We expect the SME sector to grow as more people become self employed and all of these business owners will need quality business support — exactly what is provided within the dynamic Bizzone Business Expo environment," Trotman says.

— SUPPLIED EDITORIAL



POSITIVE: Bizzone's Sarah Trotman believes tough-times can mean great opportunities for small business.