

To Survive the Market Crash of 2008

Focus On Your Business

Whether you are a business owner or the key decision maker in your company, you may be wondering how the market crash of 2008 will affect your business. The uncertainty caused by the most recent financial crisis has reverberated throughout the economy here and abroad. Companies are downsizing or are closing their doors for good. This has resulted in more people losing their jobs. Job security is questionable and savings are being eroded. People have less money to spend and they are being very selective on where they spend it. With all this uncertainty surrounding the economy, what are you doing to ensure that your business survives this economic down cycle?

When the economy was growing at a nice pace like it was doing a few years back, it seemed like everyone was making money. But as the economy began to slow down, everyone began to cut back. It wasn't as easy to make money anymore. The hard times have arrived.

Not all businesses are affected by downturns in the economy. There are businesses that continue to thrive whether the economy is going up or going down. They can be large or small, and they can be found in many industries. One trait that all these businesses have in common is that their primary intention was not to make money. They focused their energies on their business intention and the profits that they made were a consequence of this directed focus.

Customers know and appreciate the fact that a company's primary focus is not profit, but the quality of its products and services. Businesses that provide unique products and quality services at a reasonable price will have repeat customers, no matter the state of the economy. Customer loyalty is earned and it is not a preordained right.

If a business's primary focus is on price and profit, then people will buy when the price is low and will leave when the price is high. The business will be like the buying and selling of commodities, and subject to uncertainties in the market place and price fluctuations. There is nothing wrong with having this business model. It is just more volatile and uncertain.

To survive the market crash of 2008, it is important to understand the real intentions of your business. Why did you decide to go into this business in the first place? Then see how the market place has changed and how your business can adapt and take advantage of these changes. The old ways of doing business no longer work. The market crash has proven that. If you were trying to use the same techniques and strategies that got you into this predicament in the first place, change course and develop new ways to get out of the hole.

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