



Take Care of Your Business— and Your Business Will Take Care of You

In these tough economic times, many business owners start worrying more about themselves and less about their business. They start taking short cuts to make sure they can continue paying themselves top dollar instead of staying focused on the long term growth and stability of the Company.

Many times, you have to think less about “Self” and more about the life of your Company, so that the company can take care of “Self” for the long haul.

One example of this would be stripping the company of its needed working capital to continue operating at its most effective level. You can strip your company by: 1.) Making your inventory and cash levels so low that you increase your cost of production by losing your scales of economy in purchasing raw materials and by 2.) Taking out lines of credit to cover your seasonal cash flows. These two choices could force you to increase your product pricing just when your customers were looking for some help and decreased pricing!

Another example stripping your company of working capital might be shown by holding back on a planned expansion of your company. Many times, the only way to grow in a declining economy is to obtain market share. Competition becomes a little keener in slower economic times and it is better to be on the offensive than on the defensive when trying to keep out competition.

When bringing in an equity investor, you will secure a more stable future for your company than using debt financing. Currently, debt financing is very difficult to achieve, plus it can weaken your company financially. Sharing the pie with a friend can be a whole lot better than having no pie to eat at all!

Therefore, keep your company health, even if it means not owning 100%. If you keep growing, your 80 percent or 20 percent will end up being worth a whole lot more than your current 100%. Avoid the standard ego stomach ache!

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