

The background features a financial document with various stock and bond listings, a blue calculator with a pen resting on it, and a line graph showing an upward trend. The text is overlaid on a white rectangular box with an orange border.

Ways to strengthen your business in an economic crisis

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M-1508

Ways to strengthen your business during economic downturn



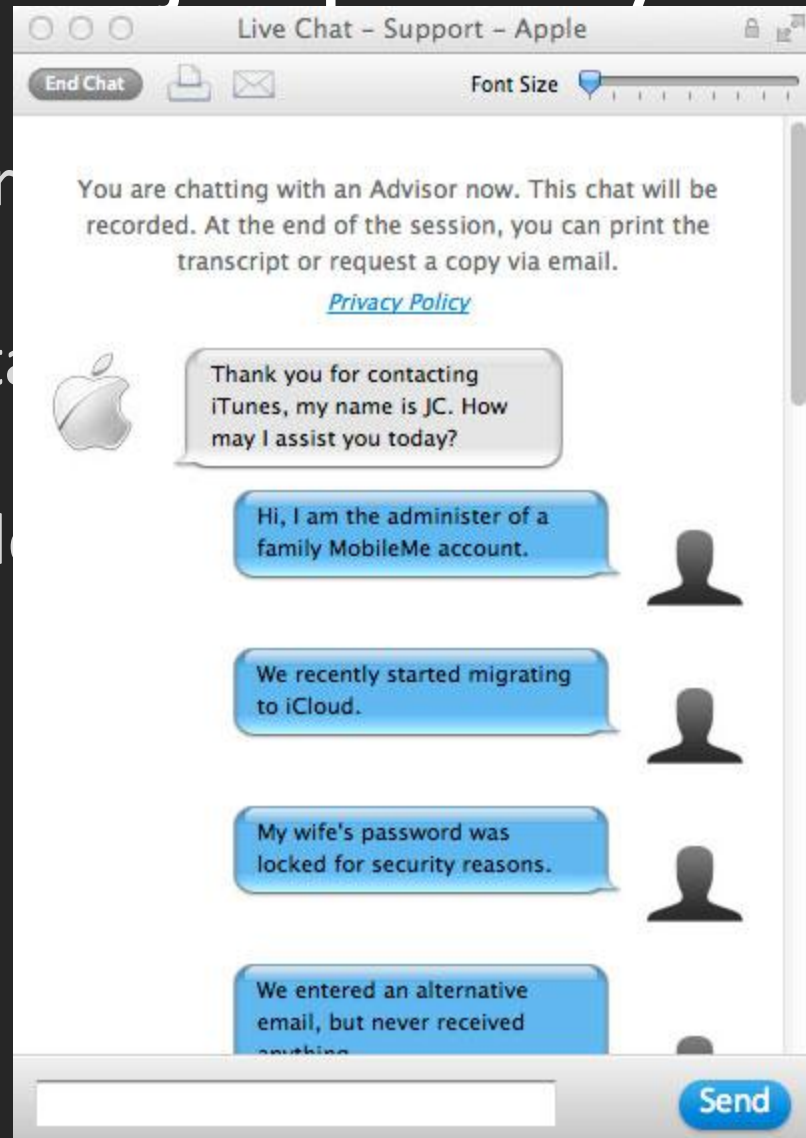
- Financial management;
- Strategies to hold your customer base;
- Improve business activity.





Making customers a major priority

- Running loyalty customer program
- Making your product more suitable
- Providing good quality after-sales





Marketing strategies

3 components:

- 1. Quality;
- 2. Consistent branding;
- 3. Satisfied customers.





Managing staff

- Build efficient motivation system;
- Involve staff in decision-making process;
- Ask their opinion.



- *«All that we are - our ideas and our people. Just brilliantly clever people in the company make us getting up in the morning and going to work every day. I have always believed that the correct selection of employees - is the key to success in any business»*
- *«There is no use in hiring smart people and then tell them what to do. We hire smart people, so that they can tell us what to do»*

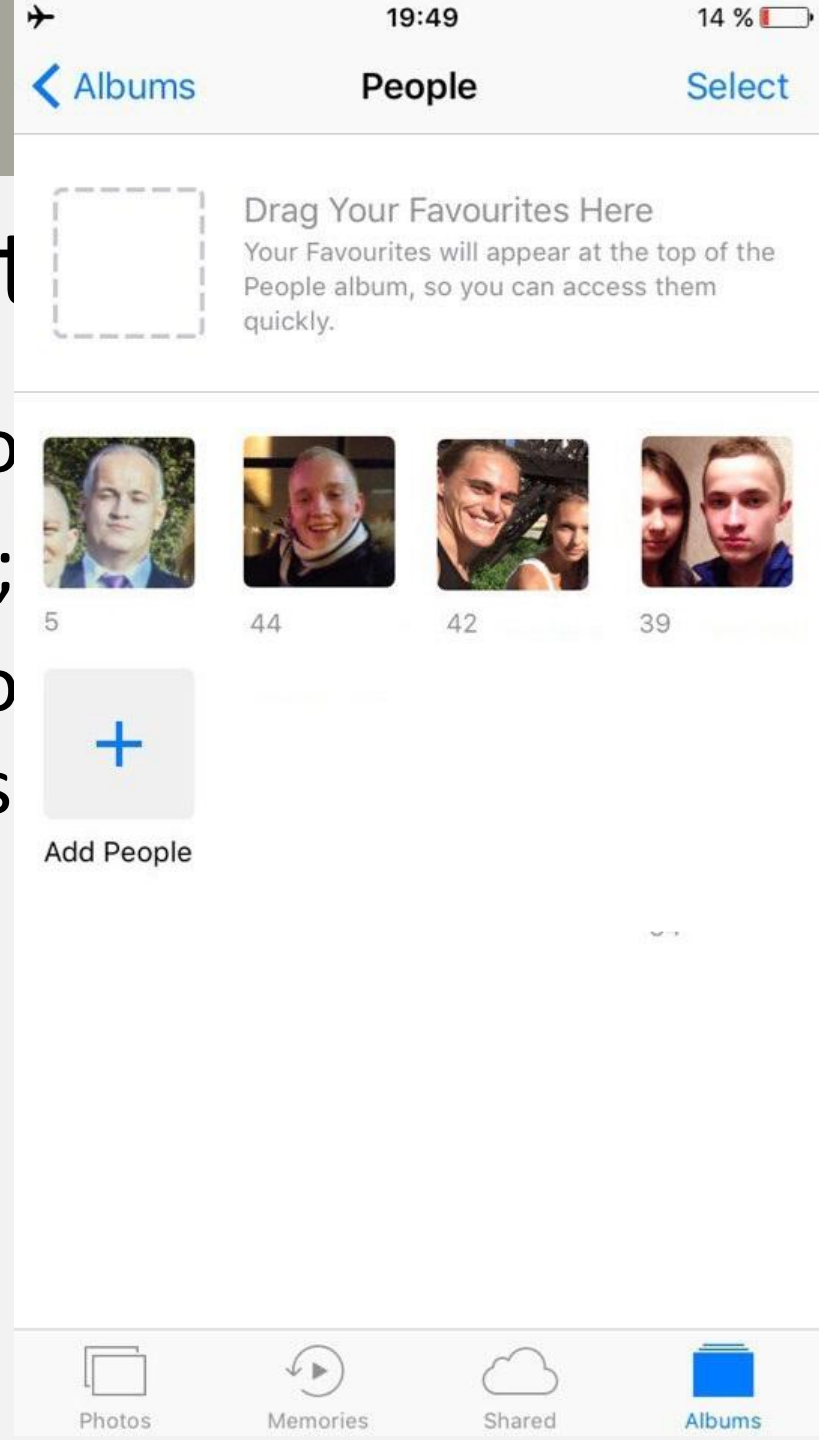


Steve Jobs, 1955-2011



Developing innovat

- Adapt to changing conditio
- Stay ahead of competitors;
- «It is better to invent tomo
about that yesterday was s



Thank you for attention!