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Ways to strengthen your business in an economic crisis



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Ways to strengthen your business during economic downturn

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

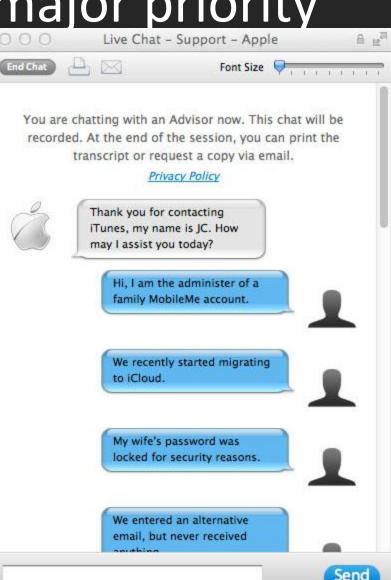




Support

Making customers a major priority

- Running loyalty customer progr
- Making your product more suita
- Providing good quality after-sal





- 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



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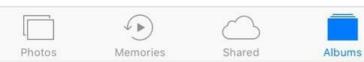




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Add People



Thank you for attention!