

The Opportunity is Now

Shirlaws International Conference 2009

Client Review



The Big Lemon

According to a wise man I met recently most people invest in businesses at the wrong time. This is because they are generally risk-averse and only invest in businesses (their own or other people's) when they see the going is good. In order to take full advantage of the good times, however, we must invest in our businesses eighteen months or so before the bull-run starts, i.e. in the middle of recession, doom and gloom. Like now. Not many people know that, but thanks to the recent Shirlaws conference, The Opportunity Is Now, I am one of the ones who does and I intend to take full advantage of it.

Not only did the conference give me the tools to do it, the inspirational speakers there also gave me the courage and the energy, and for that I am truly grateful.

How am I going to do it? I will put the lessons into practice straight away. I will identify the value in our product and ensure it is packaged and priced in the correct way to appeal to our target audience in a recession. In this way I aim to increase the volume of sales and build a larger customer base. Whilst we do this, we will work on increasing our capability as an organisation, and nurturing our relationships with customers, suppliers and staff, all of whom may be having a difficult time and will appreciate the attention. But most importantly, we will plan now for the recovery and develop our next boom product so it is ready on Day 1 of the bull-run. This, our next big opportunity, will be a bespoke transport service for those who want to enjoy the comforts of private transport without the negative environmental impact, thus leaving the world a better place.

Tom Druitt
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