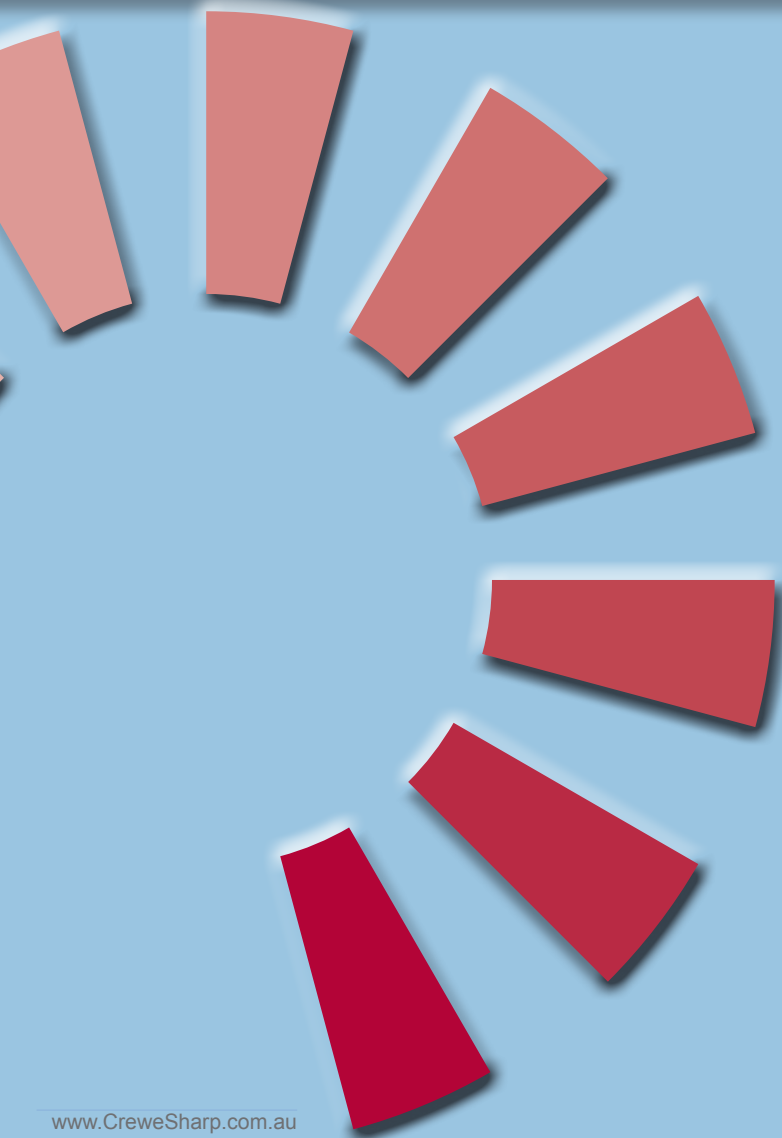




Recession  
Proofing  
Business



# If ever there was a time to have your business in fighting shape – now is it.

**Times are tough.  
But your business can still thrive, given the right help.**

**Crewe Sharp Management Services has been assisting companies for over twenty years, with practical advice and hands-on help to reduce business risks, increase sales and improve cash flow.**

## **Recession Proofing Business**

As the global credit crisis sends world economies into a tail spin, we are all faced with the prospect of having to ride out tough times. For many business owners and senior managers, this may be the first time that you have been confronted with such a state of affairs.

While the circumstances are different, having been born in the recession of the late 80's, Crewe Sharp Management Services understand what it takes to survive and thrive in tough times. This understanding and the assistance we offer our clients is not theoretical – it is practical and hands on.

We lead businesses with a view to both navigating the short to medium term turbulence, while leaving the business well positioned for the future.

Now, more than ever it is vital that we ensure that our people, our systems, our partners and ourselves are all equipped to perform continuously at peak levels. However, making the right decisions can be daunting – At this emotionally charged time the temptation to either go into denial or to overreact is high, however, we must ensure that we take positive actions, rather than making negative reactions.

We must retain and grow business, improve productivity and maintain morale, while reducing expenditure and improving our cash flow. It is no surprise that undertaking the actions results in significantly improved business performance, with increased revenues, improved profits, growing equity and a far healthier trading performance – a more robust business able to withstand the rigours of tough times.

During the Recession Proofing Evaluation we bring prudent, real-life experience to analysing the cause and effect of each of your unique issues. Then we draw on our experience to outline WHAT needs to be done, WHY it needs to be done and in a practical hands-on, not theoretical, way we help you to DO IT.

### **Areas Addressed**

- Sales
- Marketing
- Operations
- Business Risk
- Corporate Governance
- Financial
- Human Capital