

## There may be trouble ahead .....



We all know that business moves in cycles and no matter what the economy is doing today, at some point in the future it is likely to be back in recession again. Here are just a few basic pointers for battling through, hopefully moving forward, during a difficult economic climate.

### *Keep a tight cash flow and low stock inventories*

The first point is self-explanatory; the latter confirms it is not always beneficial to have money tied up in large amounts of stock/products when it could be in the bank.

### *Watch you overheads*

Look at all overheads, check for anything surplus to requirements and re-check any standing orders and direct debits. It is easy to let all these items be paid, even when some products or services are no longer required.

### *Keep promoting*

Perhaps most important of all, don't cut your marketing programme. Although it may not show fantastic instant returns, extensive research shows that people will remember those who keep advertising through the leaner periods. A relatively small short term saving may have serious implications on medium term growth.

FACT - companies who demonstrate the required levels of flexibility, organisation and strategic planning will emerge from any form of recession much stronger and perfectly positioned to capitalise on the ensuing growth opportunities.

## About Abilitude

Abilitude Professional Solutions is an innovative business consultancy firm, based in Kigali – Rwanda, offering professional solutions for business professionals and entrepreneurs in the following two key areas:

1. Capacity building for professional growth and skills development for professionals who are employed
2. Professional solutions for entrepreneurial capacity, skills and competency development

Abilitude seeks to bring simplicity and order in the often complex world of business and work in a way that unlocks potential, value and profit. We believe that our education system may not have prepared both professionals in business, and entrepreneurs alike, with adequate skills and competencies to cope with the ambiguities and uncertainty in the current ever changing world of business.