



# The Corolla Group, LLC

## Expanding your business in 2009?

### Are you out of your mind!!

We would like to introduce The Corolla Group's "Current Topics" series. As events occur, we will address a subject that is relevant to the current economic environment and cycle.

With the current media headlines so bleak, many business owners are retrenching and not even thinking about expanding their businesses. However, our Managing Directors all think that now is the best time to strategically review your business and plan to take advantage of short-term and long-term opportunities that exist in your marketplace.

Today many businesses are only evaluating their performance on a three to six month period. In contrast, multi-national corporations throughout the world look at their businesses in a three to five year period of business cycles and plan accordingly. Instead of being reactionary, business owners need to be proactive. By reacting and not planning, you miss positioning your firm for future opportunities in the short term and the long term. In reviewing the recent turmoil of the economic cycle, owners and managers must be disciplined enough to continue to either focus on expansion in infrastructure, product extensions, or labor, if warranted. Most owners probably think strategic planning is an unrealistic objective for today's business environment. However, entrepreneurs / owners need to look back at their original goals and objectives when they started their businesses. They realize if they do not look strategically forward, then their operations will possibly perish due to on-going market changes.

Today, let's update your short-term strategic plan (one-year period) and also your long-term plan (three-five years) and ask these four pertinent questions:

How has your core business changed today?

How has the competition changed this past year/five years?

What are the prime challenges next year and in five years for your business?

What are your main accomplishments and disappointments this past year/five years?

Answering these questions with your management team can address many of the issues that possibly have been ignored because of managing the daily business operations. The goal of The Corolla Group is to help your company address some of these strategic issues and bring positive changes to your business and bottom line.

**Take the first step and call or write us for a complimentary evaluation of your needs!**

The Corolla Group, LLC

Solutions for Your Company's Growth

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