

BUSINESS KNOW-HOW

Need some business advice and don't know where to start? The Working Women's Network is a business networking community for women on the North Shore.



GET CONNECTED

The Network offers to help women become connected, inspired and enriched with events, workshops and a host of resources to tap into. Visit www.workingwomensnetwork.com.au.

Downturn encouraging business to reconnect with shoppers

MATT YOUNG

Economic crisis. Job losses. All phrases which are saturated in the media and society.

But are we really doing that badly?

Should we be clinging to every dollar or should we be spending our hard earned stimulus cash and pumping it back into the economy, as Mr. Rudd would like?

Karen Morris, a copywriter and PR consultant who runs her own business called Incriptions said that we shouldn't be locking up our wallets yet.

"From my own experience in business I haven't seen any reduction in clients coming to me over the last 12 months, in fact I've seen an increase. Yes, there are people losing their jobs but I think the economy as a whole is not as bad as they make out," Ms Morris said

In terms of retail shopping, the customer

may in fact be coming out on top, with many businesses finding ways to reconnect with shoppers.

"My clients are spending more time focusing on connecting with their existing customers, mostly through online methods like e-newsletters," she said.

Ms Morris said while people were still shopping, they were being more careful about it.

"So businesses are spending more time finding out what the customers want so they can deliver that while keeping in touch and letting them know specials and tips on how they can save money," she said

This reconnection stems from businesses valuing their customers.

These days, Ms Morris said a customer walking into a retail shop should be experiencing better service and engagement with the people that are selling to them.

They would experience more relationship building than just walking into a shop and buying something as they may have done a few years ago.

"The customer is coming out on top in terms of better customer service and better relationships with people that they are buying stuff from, particularly small businesses," she said.

And what about spending that stimulus cash?

"I don't think it would be a bad thing for the economy if people did go and spend it," she said. "Local business always is a stimulus for the economy. So I think maybe in terms of the fact that local small businesses are not putting up their prices and they are giving extra service is probably the biggest reason to support them."

For more information on Karen Morris visit www.inscriptionswriting.com.au.



Karen Morris from Incriptions.

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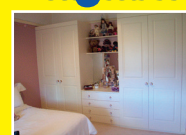
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