

Strengths and Weaknesses

I spend my working day looking at business and at the strengths and weaknesses that different businesses have, even those that may seem to be the same and do the same thing exactly.

I work at ensuring a business owner makes the most of their strengths and eliminates as many of the effects that a weakness in the business could have.

So is this always about numbers?

It doesn't always start with numbers, it can be about who you can help and what problem you can solve. In the end though, it always gets to numbers, how much does it cost and how much did you sell it for. True cost and best price, know your market solve their problem with a degree of satisfaction.

Understand what you really do!

Do you make wooden gadgets, or is it woodcraft?

Are you a concreter or is my strength polished slabs?

Do you sell vegetables, or do you sell local produce?

Do you compete with a chain store, or do you cater for a more discerning customer?

What is your point of difference and do you understand your ideal clients and do they understand what you can do for them.