



**MEDIA RELEASE**  
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## **Expert urges SMEs to invest in growth during the economic downturn**

While many small businesses question if they will be able to weather the economic downturn, business development expert Tony Gattari believes that Australian business owners that take the opportunity to invest or grow their business during the current climate will actually be better off.

Instrumental in building the Harvey Norman Computers and Communications empire, Tony Gattari, who is now CEO of the Achievers Group, believes SMEs that take the right approach will be better businesses.

“There is no doubt that the current economic situation will take its toll on a number of businesses across the country, however for those that take a cash-last approach and plan carefully, a downturn can actually force you to rethink your approach, laying the foundation for a stronger business in the future,” said Tony.

With many businesses facing a decline in customer spending, Tony recommends the following tips for small businesses, whether it is a start-up or an established business:

1. Keep stock moving – engage in strong marketing to sell current floor stock.
2. Work your assets – only replace hardware when you absolutely need to.
3. Implement tactical marketing initiatives – package groups of products together to provide customers with the value add they are looking for.
4. Build up a cash reserve – consult your financial professional to see whether you should look at arranging short-term finance options early.
5. Reduce overheads wherever possible.
6. Enlist HR management strategies – ensure staff are working to competent capacity.
7. Cut administration fees by evaluating current communications plans.
8. Move your business model to a lower cost base – analyse the key costs of the business and the revenue they generate, should you be limiting your efforts on the core business?

“Small business will be challenged over the coming months to adapt to the new economic environment. Owners need to remember however, that no matter how painful it is to rewire their business model, in the long term the test of business success will be in how it adapts to the prevailing conditions,” he said.

Tony Gattari and Gloria Jean’s Coffees co-founder Peter Irvine will be joining forces on the 9<sup>th</sup> - 10<sup>th</sup> October in Sydney to launch their business coaching session ‘Ignite’. The two day event will equip business owners with the tools to activate their business to achieve a profound impact on their sales and profit.

A full schedule of the session can be found at  
[http://www.achieversgroup.com.au/ignite\\_program.html](http://www.achieversgroup.com.au/ignite_program.html)

**ENDS**

### **Editor notes**

**Tony Gattari:** Tony was General Manager for Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$12 million to \$565 million in nine years.

He has been the Managing Director of a public listed company and also been CEO of a successful technology company.

Tony is also the co-author of ***The Pillars of Business Success, Marketing Success*** and is a contributor for ***Secrets of Top Sales Professionals Exposed*** and ***Secrets of Marketing Experts Exposed***.

**Peter Irvine:** Peter Irvine has over 40 years experience in business at a high profile level. Peter first started his professional career at advertising agency, DDB Needham, Sydney where he was part of the team that launched McDonalds in Australia, and ended his career as Managing Director 33 years later.

In 1996 Peter established the Gloria Jean's Coffees franchise in Australia with his business partner Nabi Saleh, and in the space of 10 years built a business which now has more than 850 coffee houses now in over 30 countries around the world.

Peter is the author of ***'Win in Business'***.

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