

**NJSBDC's Nine Point Recession-Proof Initiative
includes the following components in its seminars and
counseling focus:**

- 1.** Update business plan to specifically deal with challenges in a recessionary period, including reducing unnecessary spending.
- 2.** Analyze company products/services to address inefficiencies and under-performance areas.
- 3.** Diversify markets to stabilize or increase customer base.
- 4.** Focus on "needs" not discretionary items for company revenues.
- 5.** Restructure pricing and re-brand marketing of services/products to stress "value."
- 6.** Restructure debt to provide greater flexibility for business owner/operator in terms of payment schedule.
- 7.** Study or identify financing alternatives due to lenders' tightening of credit.
- 8.** Re-evaluate human resources team to enhance productivity and efficiencies.
- 9.** Reassess customer-client and professional relationships for long-term goals and forge and solidify strategic alliances.

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