

Planning

It is that time of the year when every smart business starts to review their projections for revenues, expenses, marketing programs, and human resource needs. Additionally, each and every business enterprise should reevaluate their respective, onerous tax burdens from all federal, state, and city entities. Then, there are always those unexpected surprises which result in sleepless nights.

The only solution to these omnipresent and problematic situations is to take the required, i.e. mandatory, time to critically evaluate what is currently happening in your business. For example, how do I fund the 33% increase in payroll taxes? Will my gross revenues increase this year? What effect will this increase in revenues have on my gross profit margins? Will my expenses as a percentage of gross revenues increase? Will I need more employees to handle this increase in business; or can I ask my current employees to be more productive? What is the climate and acceptance of my present marketing programs? Which expenses are out of line with my current business and, more importantly, not in line with current revenue growth? What are my long range projections of my business? That being, what will my business look like one, two, three years from now?

These are not simple queries to answer. They require a tremendous amount of thought and input from you as the owner, and, possibly, other professional comments and suggestions in those critical areas where you drastically need assistance. Asking for help is very difficult for any entrepreneur. You would not be an independent business person if you did not have the self confidence and fortitude to excel. But, you have to admit to yourself that you are not omniscient and that sometimes a new and fresh perspective is warranted. That is when SCORE can be useful. We offer you the opportunity to get another viewpoint and a

clarification of your business concerns. So give us a call at 231-347-4150. Ask for Sharon or Erin and they will schedule a meeting with one of our professional counselors. And remember, the counseling sessions are free and confidential.

And, to help your business with some of those items previously discussed, SCORE and the FIRST Community Bank have again made available to both past and current SCORE clients the opportunity to be awarded \$1,500 by winning the First Community Bank SCORE Award for 2013. Ask either Sharon or Erin for details. So call today. Your problems will not solve themselves.

Stephen Billings
SCORE Counselor