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**Is growing your business complicated in today’s crowded marketplace?**

Is Business that complicated? the objective is to increase shareholder value, or increase the free cash available to shareholders. Equally simply, this can only be achieved in a few ways. You can carry out initiatives to increase revenues, improve margins by lowering the cost base or improve process efficiencies.

However, life becomes more complicated. Your competitors are in the same quandary, domestic markets are for the most part fully mature and differentiation is difficult when the recession has meant that margins are under constant attack as the business owner is told “price is all”.

What are the alternatives? An appropriate course of action will depend on your specific business situation and skill-set. Think about these areas

* What is my value proposition?
* Why would my customers buy from me?
* Could I manufacture cheaper, outsource or off-shore?
* Are there new markets I don’t know about and if so how would I get into them?
* Do the new supper economies offer opportunity?

The objective is to find where the most return on investment can be achieved for the minimum outlay. Remember, an appropriate course of action will depend on your specific business situation and skill-set.

Baroni can help. It is possible that all that is required is a better understanding of how you are positioned in your existing markets and creating a strategy for development in existing and new niches or maximising your relationships. Alternatively, new markets could be either domestic or tapping into the huge opportunities other countries may present. This could require a partner who can help with analysis and strategy, business readiness for change, and help you with delivery, reducing risk and uncertainty and speeding those returns.

Providing intelligent market insights from a network of local contacts in Asia and The Middle East, specialist industry and country knowledge, market development, partner selection, tendering, best practice value proposition and competitive positioning, sustainable value development and vendor management. Whether looking to improve your UK business or explore the Asian and Middle Eastern markets, Baroni with its network of associates and partners can help you.

Is Business that complicated? It need not be if you are talking to us.

