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FIRST THINGS FIRST. 10 MUST-DOS FOR A THRIVING BUSINESS

Customer habits change constantly, with new trends and preferences emerging every year. Even if these changes aren't always significant, businesses still need to be on their toes, to stay relevant in today's fast-changing world, if they want to retain customers and continue to grow. With more and more people buying online and the ability to purchase anytime, anywhere, businesses need to adopt flexible approaches to customer engagement strategies. The primary focus should be on the experience offered their relevant target audiences.

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01 ALLOW YOURSELF TO THINK BIG

With technology influencing every industry, and innovation moving at a rapid speed, much of the low-hanging fruit has been captured. As such, today's entrepreneurs need to have larger, revolutionary visions in order to build support. It is not just about providing a solution for a need anymore, but rather about creating a desire for products and services that no one realised they needed.

02 KEEP AN EYE ON FUTURE TRENDS

Use social media to pick up on trends to stay ahead of the curve. Watch how people react to new products and services, then evaluate your strategies. Be prepared to adjust and adapt when reacting to the new waves. The best way to compete with established competitors is through social media and strategy tweaks.

03 DEVELOP A STRONG COMPANY CULTURE

Put time and effort into company culture. When hiring people, make sure they share the same values and principles. Not only will it help you scale and prevent problems, but also help you stand out, as customers now pay more attention to what a company stands for when considering where to eat, drink, or use a service.

04 BUILD COMMUNITIES

Entrepreneurs today should leverage the power of communities. Building communities is an authentic and cost-effective strategy that will positively impact all areas of business. From mentors and employees and customers and influencers, it's the most effective way to achieve sustainable growth.

05 INVEST RELENTLESSLY

Understand your KPIs and use them to your advantage. Invest relentlessly, both effort and money, into your product or service offering until you have a market that loves it. Then go large, investing in marketing and advertising to find winning campaigns. Cut the losers and scale the winners as you go.

06 LOOK MODERN, ACT MODERN

The business world is changing at a rapid pace, and losing a potential client for something small – like not having an appealing website – is all too easy. Social media and online marketing are no longer 'nice-to-haves', but an essential part of a company's presence and branding.

07 STAY POSITIVE

It's easy to get caught up in, and discouraged by, all the hype surrounding start-ups with young, dynamic entrepreneurs. You are not failing if you have not yet graced the front pages, and you are not a failure if you never do. You had the courage to go out and start something important to you. That is success right there, so be proud, own it and thrive.

08 BUILD MEANINGFUL RELATIONSHIPS

No matter what tactics, technologies, or trends are introduced into the business world, always understand that people run the world and create the rules. Therefore focus on connecting, building and cultivating relationships. Always add relevant value to every customer and focus clearly on their needs.

09 FIND AND REMOVE BOTTLENECKS

Identify bottlenecks in the business process that limit your ability to grow. Learn how to make decisive changes to the way you operate, be prepared to act swiftly and empower those around you to make transitions as effective as possible.

10 ALWAYS BE PROACTIVE

Entrepreneurs need to be proactive in approach and execution. They have to be the leader, the influencer, the inspiration. And if they can't be, they again should empower committed allies. To support business growth, entrepreneurs should always be on their toes, analyse customer feedback or commercial data and adapt products or services accordingly.