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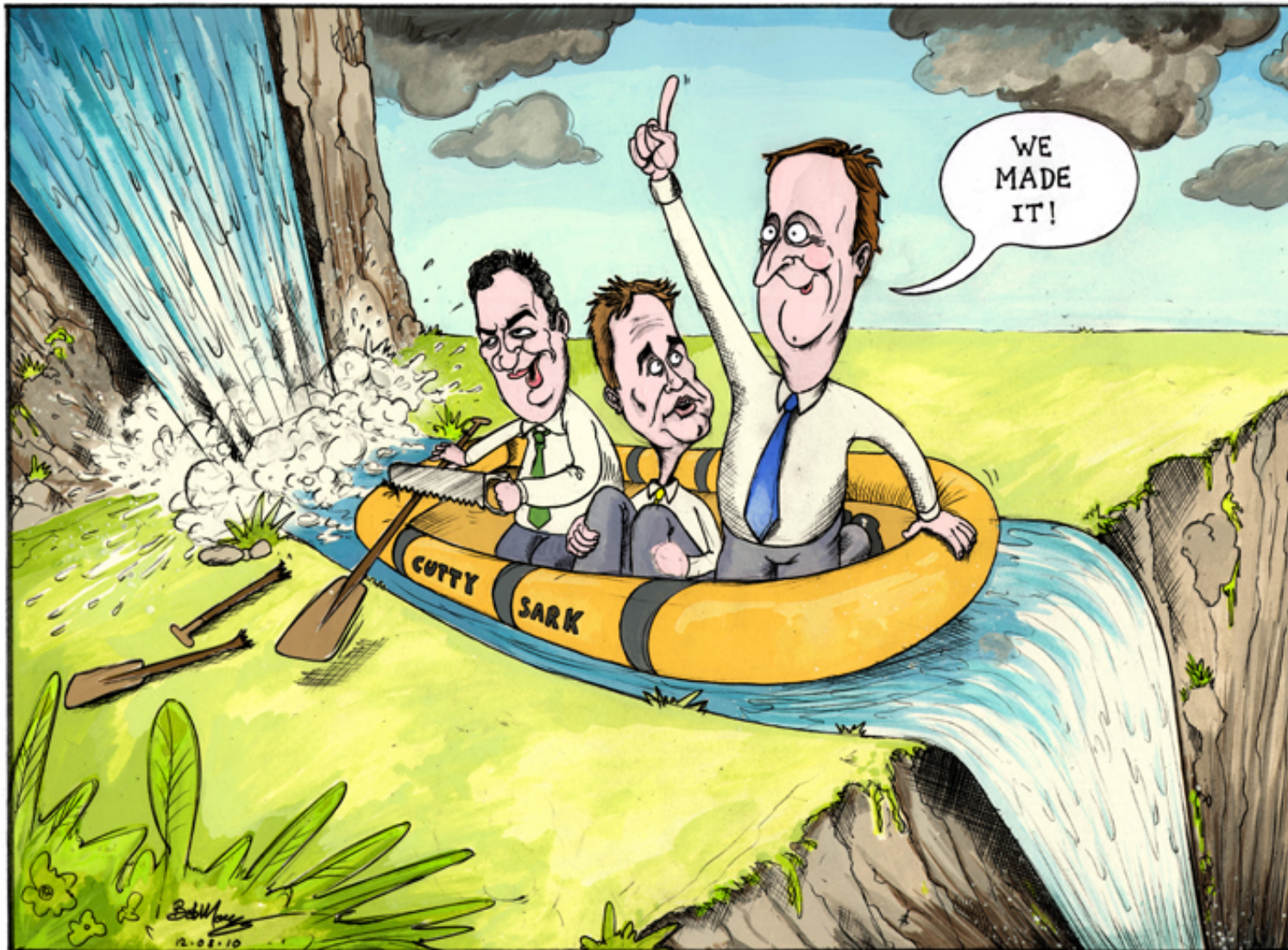
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Raising The Visibility Of SMEs To Fight The Recession And Initiate Growth

David Evans

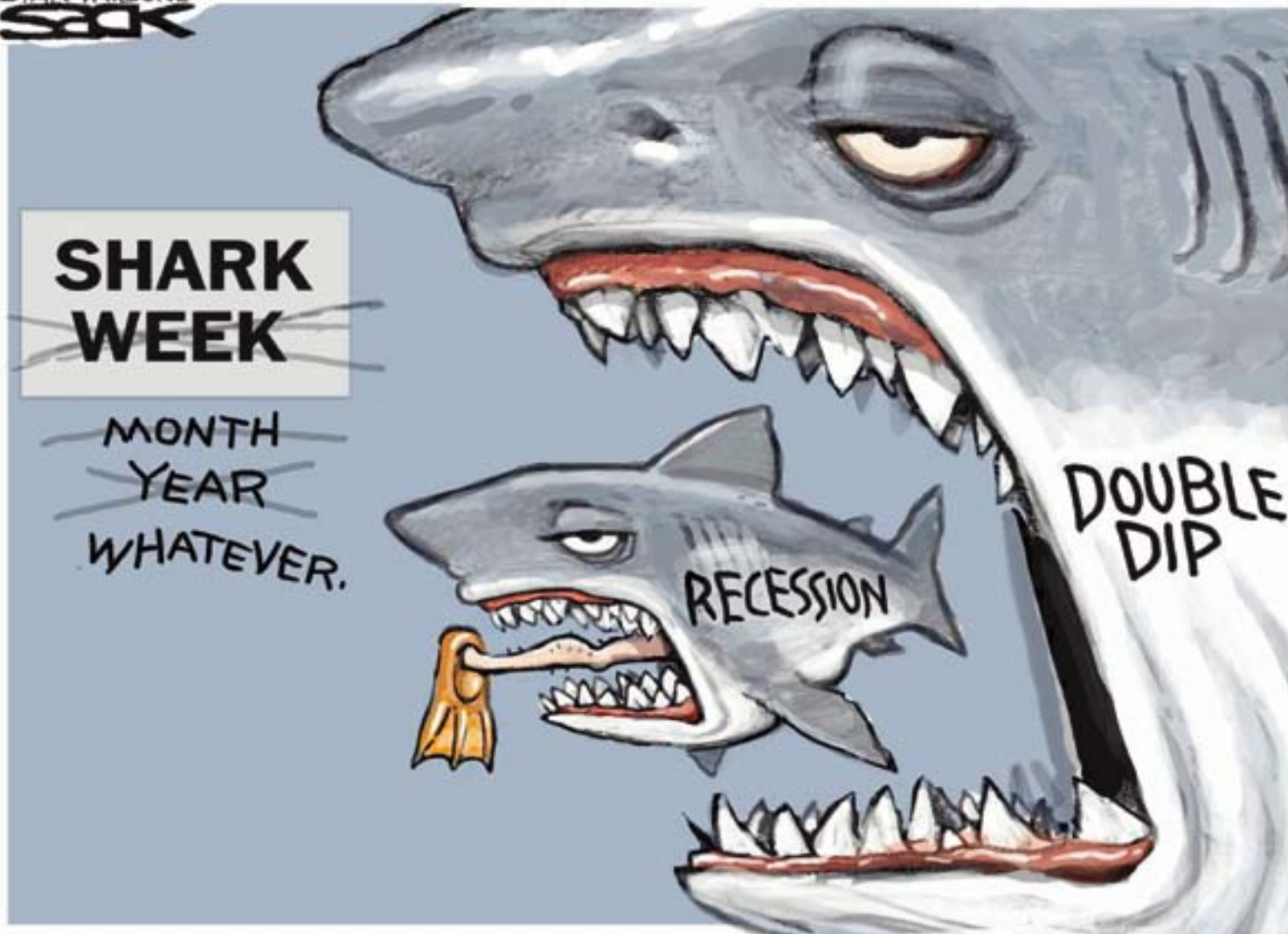


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Banks' economists say...

- The Euro Area – stuck in the economic doldrums
- 2011: the year it all went wrong
- Italy and Spain: still troubling the markets
- Ever more dependent on the East
- China rocks
- Britain enters a second recession
- Britain's households: the big squeeze
- Unemployment is rising again
- A stagnant housing market
- ... and investment remains depressed
- The longest downturn in a century



Raising the visibility of SMEs...



- 97% of UK enterprises
- Almost 50% of UK employment
- Almost 50% of UK business turnover
- SME's growing disproportionately per employment statistics
- Almost 50% of SME's planning "moderate growth"
- Over 25% of SME's planning increased capitalisation



Raising the visibility of SMEs...

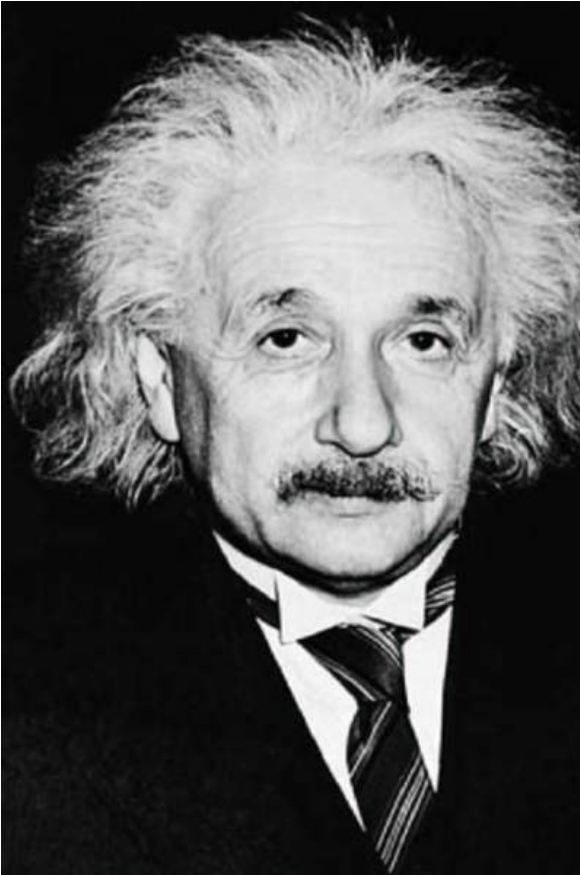


- More agile
- Better connected with market
- More passionate
- More motivated
- Catalyst for innovation



But...

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“The definition of insanity is doing the same thing over and over again and expecting different results.” - Albert Einstein



...SMEs to fight the recession and initiate growth

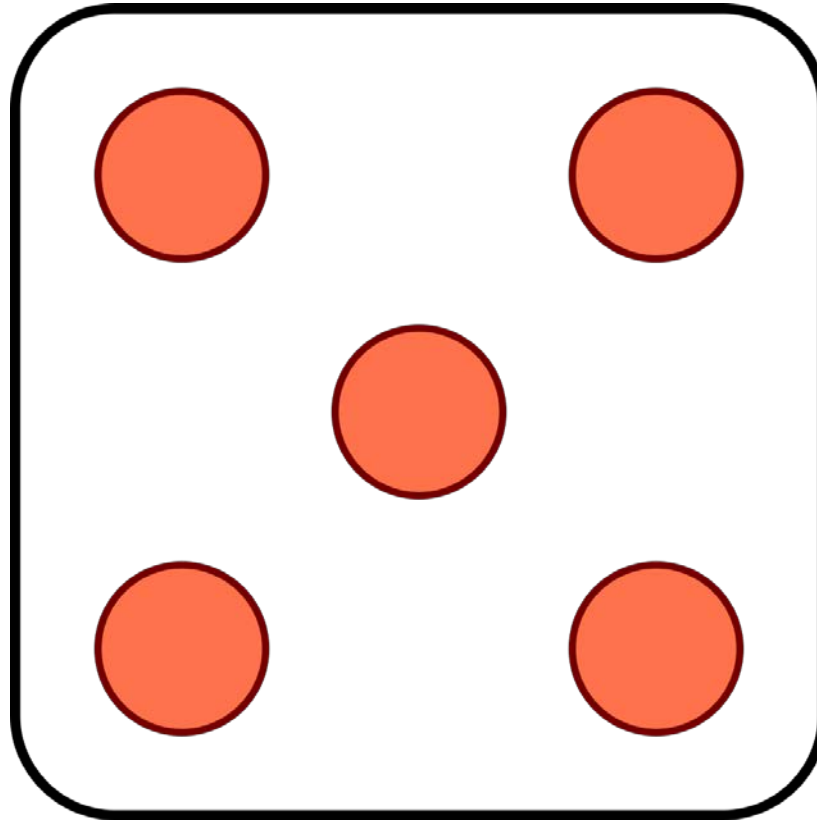


- External factors
 - Capital
 - Confidence
- Internal factors
 - The 5 point plan



The 5 point plan

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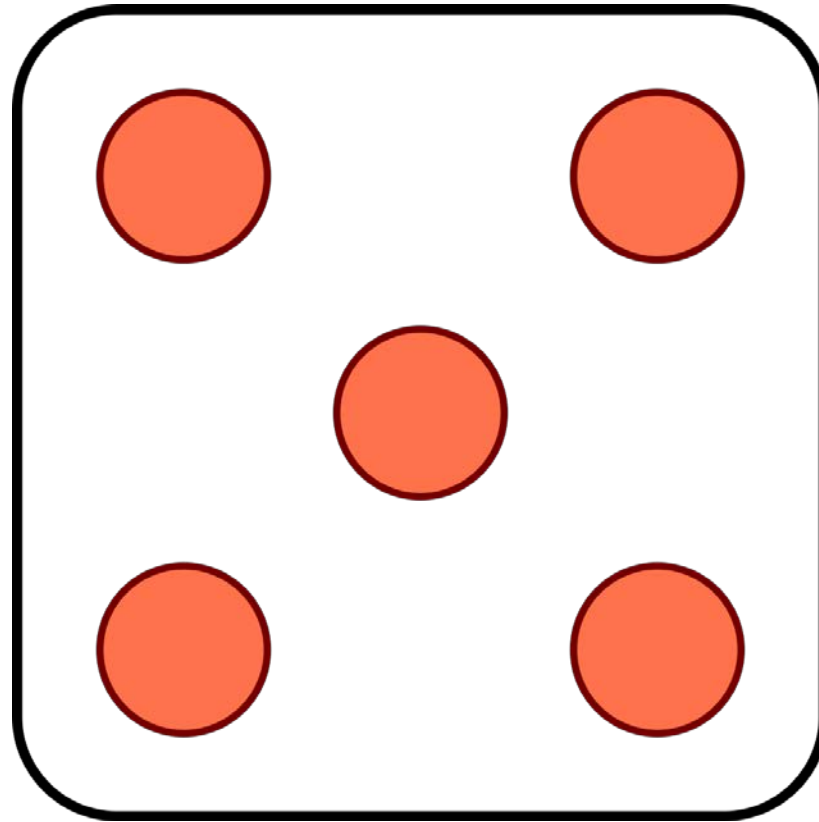






The 5 point plan

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Discussion Groups

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LMK

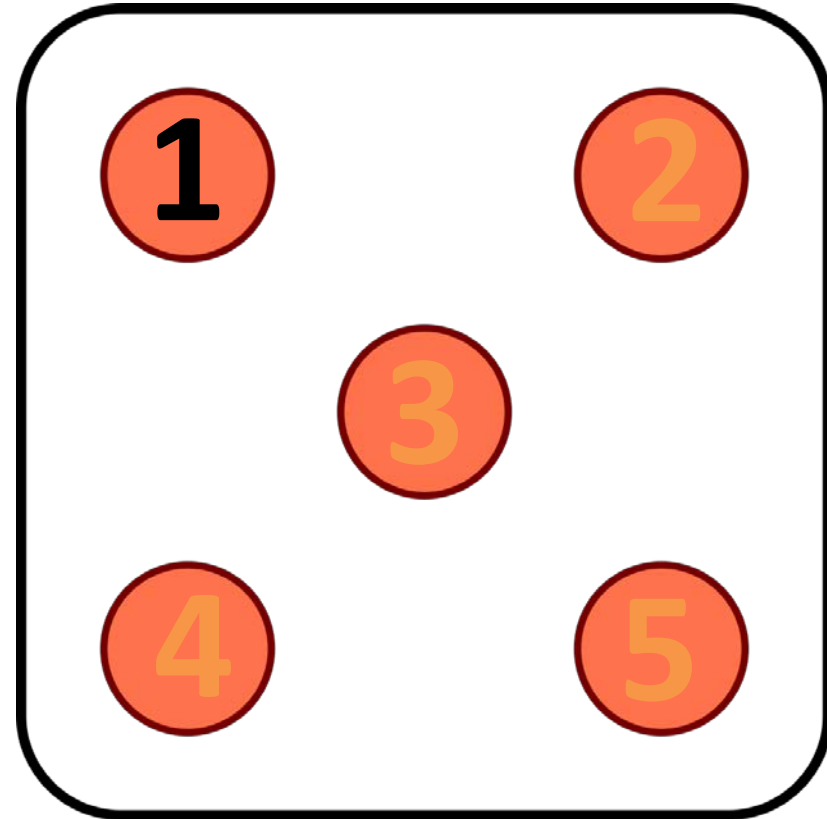
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In a competitive world, be very competitive

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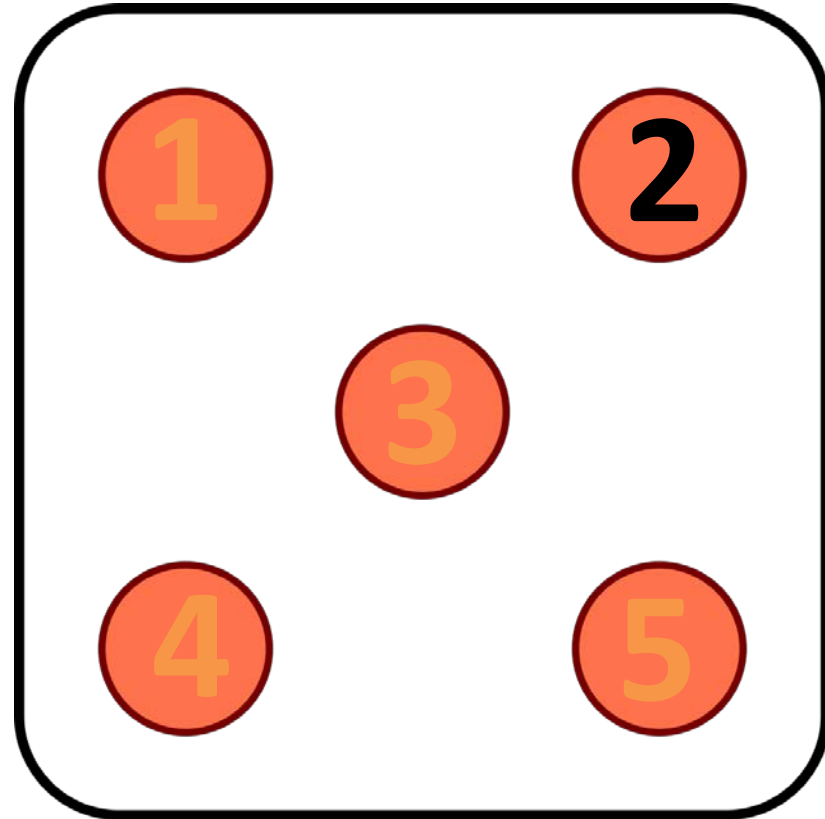
- Get the basics right
- Design and quality
- Aligned brand values
- Customer service and response



In a changing world, adapt

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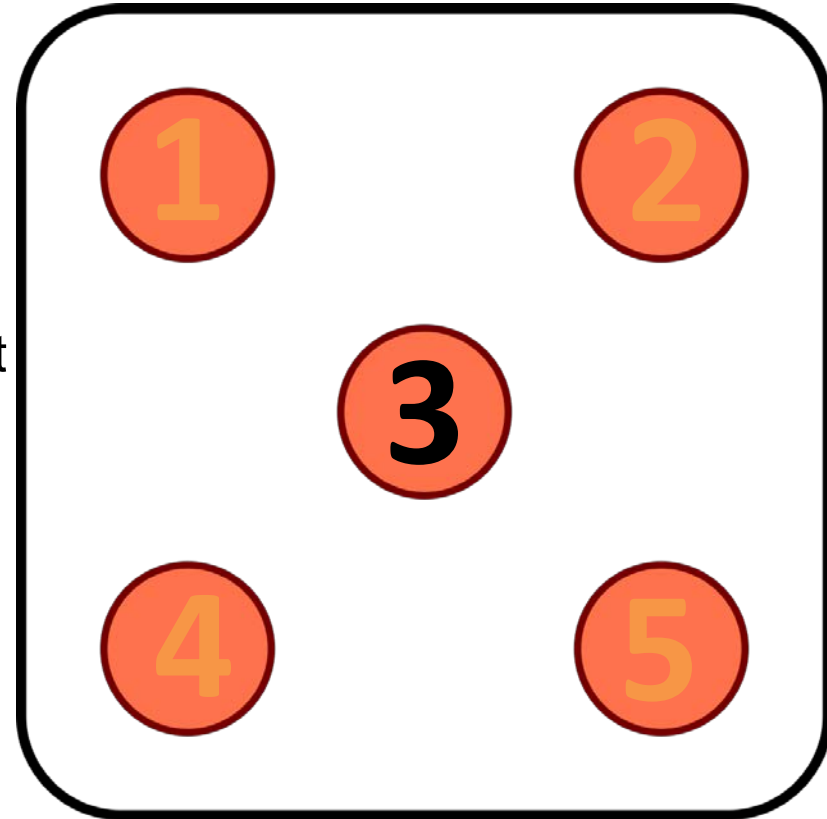
- -5 / +5
- “can do”
- Technology / business models / routes to market
- Innovate – eg: licensing brands
- Recessionary investment



In a challenging world, be a challenger

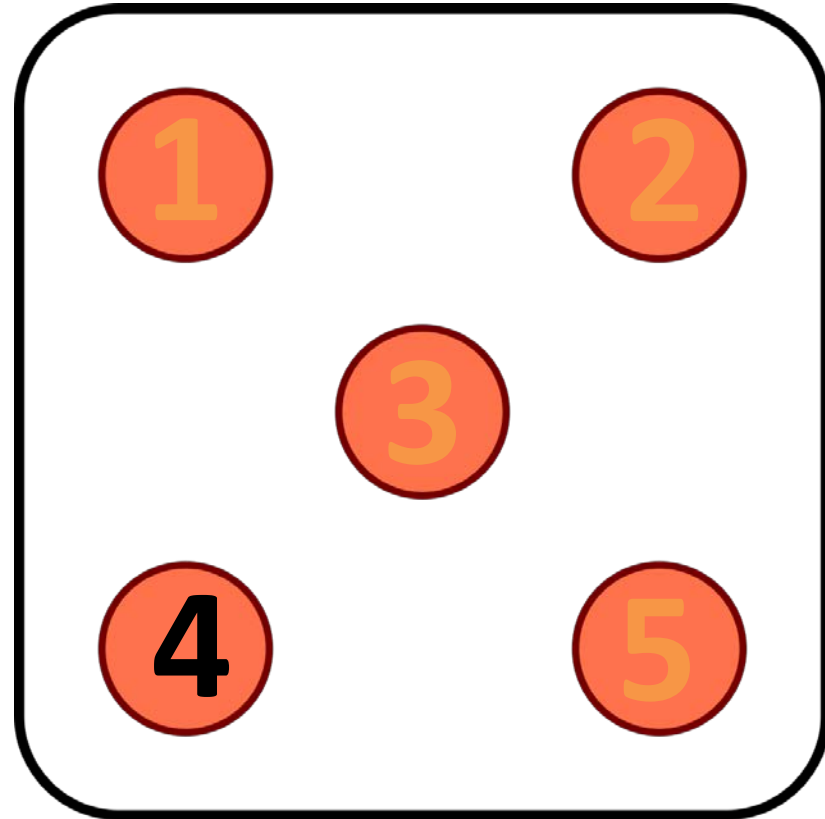
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- Smart movers don't farm; they hunt
- Razor sharp focus
- Goal congruence: strategic alignment
- Performance management
- Don't "price crumble"



In a shrinking world, think big **aat**

- Globalise and export
- 2 tier recovery
 - Substantial sales potential
 - Expands product life cycles
- Beware culture

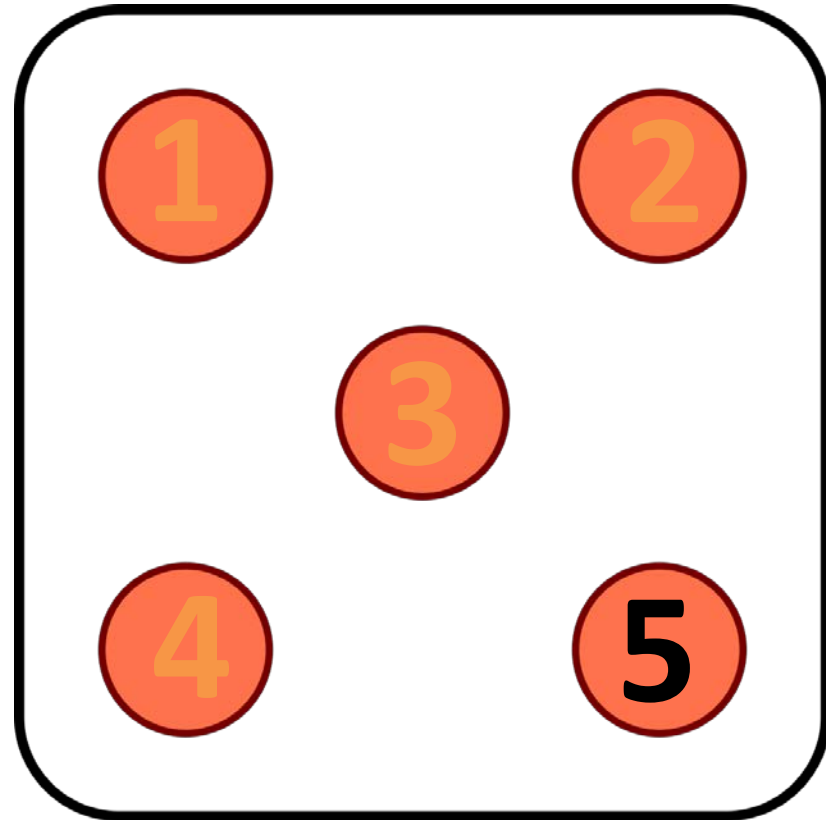


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In a lonely world, make friends **aat**

- Need a partner
- Appropriate, balanced advice
- Advisors with depth and challenge



Mazars credentials



EUROPE

Austria, Belgium, Croatia, Cyprus, Czech Republic, Denmark, France, Greece, Germany, Hungary, Ireland, Italy, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom and Channel Islands (including a representative office in Gibraltar)

ASIA PACIFIC

Australia, China (Mainland & Hong Kong), India, Indonesia, Japan, Malaysia, New Caledonia, Pakistan, Republic of Korea, Republic of the Philippines, Singapore, Tajikistan, Thailand, Vietnam

AMERICAS

Argentina, Bermuda, Brazil, Canada, Chile, Dutch West Indies, Mexico, Peru, Salvador, United States (including representative office in Grand Cayman), Uruguay, Venezuela

AFRICA

Algeria, Angola, Benin, Botswana, Cameroon (including representative offices in Chad and Democratic Republic of the Congo), Congo-Brazzaville, Djibouti, Ghana, Ivory Coast, Kenya, Libya, Madagascar (including representative offices in the Union of the Comoros), Mauritius, Morocco, Namibia, Nigeria, Senegal, South Africa, Tunisia

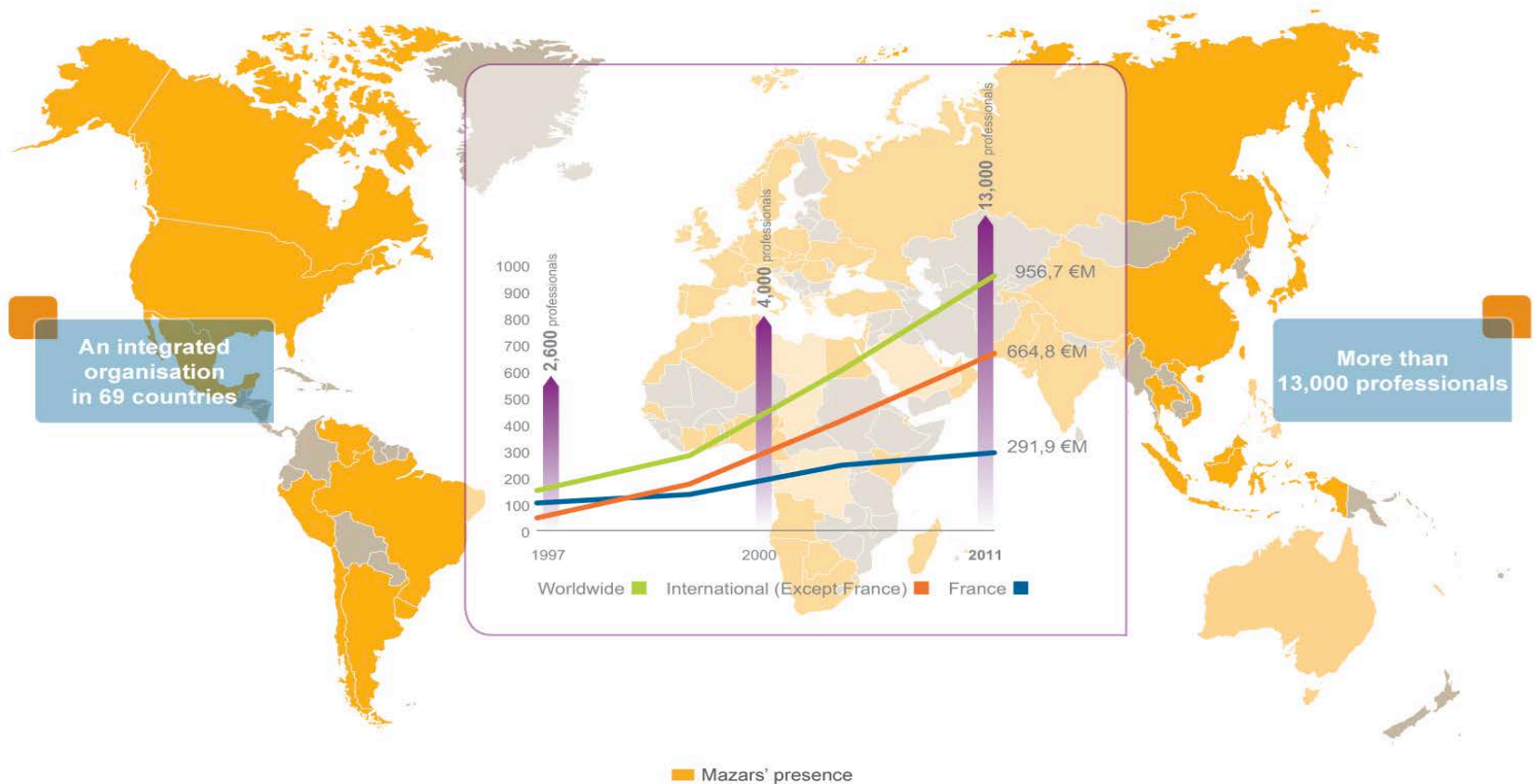
MIDDLE EAST

Bahrain, Egypt, Israel, Lebanon, Palestine, Qatar, Saudi Arabia, Sultanate of Oman, the United Arab Emirates

■ Integrated countries
■ Non integrated countries: Mazars correspondents and representative offices

Mazars credentials

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Integrated, independent, international

Mazars credentials



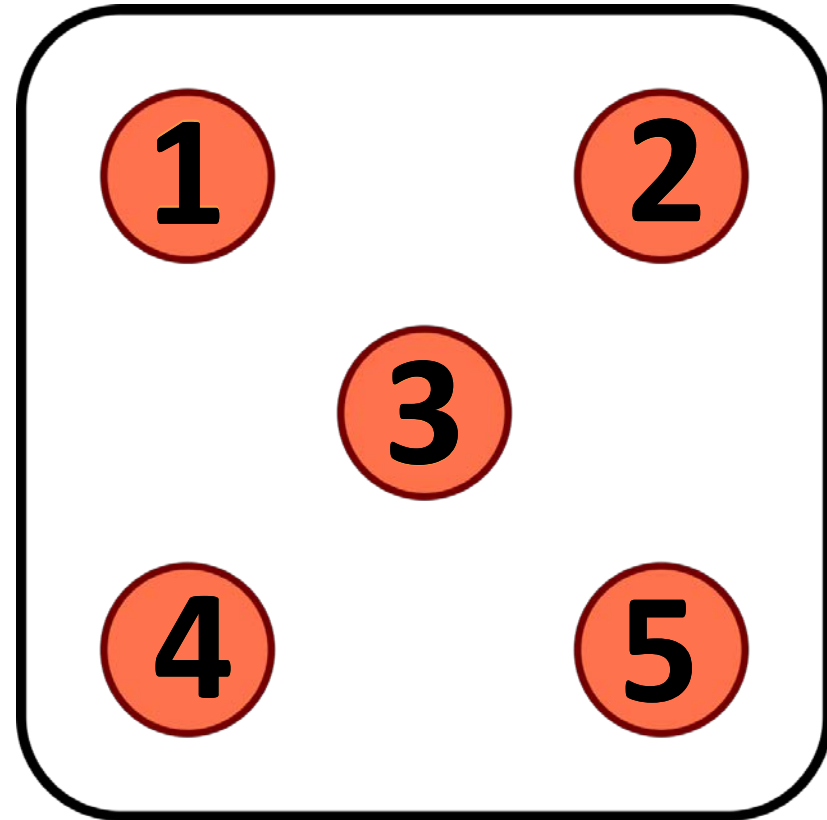
In our DNA: big experience, personal touch



The 5 point plan

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- In a competitive world, be very competitive
- In a changing world, adapt
- In a challenging world, be a challenger
- In a shrinking world, think big
- In a lonely world, make friends



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