

The Coast's Business

Stop juggling, start managing

Submitted by
West Company

Entrepreneurs and small business owners are always juggling. Whether it's balancing the time needed for inventory, customers, bookkeeping, or marketing, there is always something that needs attention.

Building a Better Business

When there is so much to do, business owners often have to focus on the present needs of their business without time to think about planning for the future. This often results in reactionary business decisions. Instead of making strategic decisions about the future, the business is reacting to what is happening and reducing efficiency.

So how can the business owner take control? Through business planning! A business plan isn't just for financing, investors or corporations. A business plan is your map of where you want to go and how you plan to get there.

The business plan is not an extra ball to juggle, it is a plan of how you will transition from juggling the needs of your business to managing your business. Business planning is so successful for small businesses and entrepreneurs, that the Small Business Administration has developed centers across the United States to support it.

Small Business Development Centers provide free one-on-one advising for businesses with less than five employees across the nation. Here in Fort Bragg and Mendocino County, West Company serves as the Mendocino Small Business Development Center.

As well as providing free one-on-one consulting to local businesses, we provide workshops, help connect businesses with financing, and can connect businesses with advisors throughout our network with special expertise. Most important, West Company is here to help you figure out where you want your business to go and how to get there.

To request services from West Company, call 964-7571 or visit us online at www.westcompany.org.