

Should I start my business

Ask an expert

Anthony Bell

Is now a good time to start a business? I've been planning on it alone with a photography studio for several years now. I've done all the research, got a business plan and have enough funds to keep going for at least a year as I understand that even in good times I decided to make the investment, there would be a period where there is little or no revenue. My partner says now is the worst time, but I figure that when the economy hits the wall, the only way it can now go is up. I AGREE with your sentiment, and it's good to hear from someone who is looking at the opportunities that the current economic downturn is offering.

The economic slowdown sorts out the well run businesses from the poorly run ones, and results in businesses having more of a market. It's also important you don't let all the talk of the economy distract you from running your business when you can't. The state of the economy is important in determining how much you will commit to the business, and how aggressive you are in operating it. However, you ultimately can't control the economy, so you must focus on the things you can control. No matter what the state of the economy, you can



Productive lunch: Experts will advise small business on how to make an impression with Chinese markets

Picture: Adam Ward

Providing vital foot in the door to China

Jenny Dillon

LAST week logistics company DHL said small businesses in Australia find it easier to trade with Asia compared to their bigger counterparts.

This week, the Business Enterprise Centre of St George and the Sutherland Shire and Austrade's Tradestart will be telling them how it's done.

The two groups regularly hold what they call The China Lunch Room, where business people keen to get into China get the opportunity to talk with the people who have been there, done that.

BEC executive officer Maria Cook said the tightening economy and Australians' growing

reluctance to spend means now is an ideal time for small enterprises to look for other options.

While China's growth rate is set to decline in the future, it will not be to the same degree as the economies of Europe and the US, she said.

Also, China's growing middle class is increasingly demanding the more sophisticated consumer goods and services that define western society.

The China Lunch Room had a number of unique aspects, she said. They were:

- IT provided formal presentations from successful businesses that share their experience and tips for success;

- IT provided 90 minutes of access to key representatives who could answer specific questions about doing business with China; and

- IT provided a list of trade pathways compiled by the China Lunch Room organising team on approved trade missions, mentoring programs, exhibitions, training and trade fairs.

Friday's theme will be From Supply to Retail — What do Red Bull and Gelato have in common.

The lunch will be held at St George Leagues Club, Kogarah on Friday at noon. For more information go to www.chinalunchclub.com.au or phone the BEC on 9545 5900