

TMC BUSINESS CONNECTIONS

“Strategies of Success”

S.O.S. - Survival Services



To help face the challenges of road construction and a challenging economy, TMC Business Connections is here to help!

TMC Business Connections is working with the Military Avenue Business Association and its members to create products and programs with survival strategies for long term sustainable business development and growth.

The team of TMC Business Connections has 25 years of corporate business marketing experiences with small businesses to Fortune 500 Companies. Our company's mission is to help businesses like yours grow. Our primary services include strategic market planning, custom market research, internet marketing, and branded promotional products.

S.O.S. - Strategies of Success - Overview:

The best time to get involved in a project—early!

It is in your best interest as a business owner to keep abreast of current and upcoming construction projects. Communicate with your alder, read the city's website for updates, join local business organizations and attend as many meetings as you can.

Generate a survival business plan. Create business planning strategies as soon as possible to prepare your company (Planning- pre and post) for the road construction project ahead.

Some tips for making it through the construction project:

- Keep your staff lean – Anticipate a decline in sales
- Reduce your inventory – With lower sales, you may not need as much inventory
- Secure a line of credit – For financial security during those hard times
- Create a system and customer data base for easy communications - For low cost and frequent communications to customers
- Inform and communicate to customers often – Construction schedule updates, parking and exciting product promotions
- Develop creative promotion plans to create excitement for your business

Support your fellow businesses

Finally, support other businesses that undergo a similar process. Give them your patronage and provide helpful feedback based on your experiences.

Road construction can present challenges for businesses. With the right resources, proper strategic planning, cost effective communications and creative promotions, your business will not only endure the process, but also prosper doing it. Let TMC Business Connections be your resource to survive and set the plan for growth in the future.