

## DEANO'S COMMENT



### Prepare Your Business for Rocky 2011.

The latest news reports from Government regarding cutbacks at all levels, are predicting that 2011 might develop into a tough year. However, many of us have been here before in the 1980s, 90s and early 2000s. In my experience, there are two **aspects** to managing your way through tough economic times.

**New business:** Ironically, the best time to start up in business, according to old Mr Todd in the 1930s (founder of the NZ Todd family dynasty), is in the middle of a recession. The reason for this is that expectations are low - landlords are unlikely to increase the rent because they are happy to have a paying tenant, employees are unlikely to push for a wage increase because they are happy to have a job and interest rates on borrowing are low. You will be able to **leverage off this environment** by having a DaltonPlan® strategic & business plan in place that draws on years of experience of navigating successfully through such times.

For **existing business owners**, they will have to **change the way they do things** if they are to survive. You will need to have a good product or service and be able to promote your points of difference to your competitors. Contact us to help you **make that change – 04 3836 537**

## BUSINESS PROFILE

By **Liz McElhinney, Director of Paddy Barry's Tel: 03 578 7470**

[www.PaddyBarrys.co.nz](http://www.PaddyBarrys.co.nz)

My husband and I have had Paddy Barry's Irish Pub for five and a half years. Located in central Blenheim, it is a hotbed of local culture, showcasing live bands and offering activities, games and prizes. We are open 7 days a week for lunch and 6 nights for dinner. From snacking to full meals, we provide our customers with an authentic Irish menu.



### Liz McElhinney on St Patricks Day

The hospitality industry has been hit hard by the global crisis, so to help us face the recession and make the best of our business we contacted **Lion Nathan**, our supplier. Being a member of the **Lion Partners Programme** we were put in touch with **Dean Dalton of DaltonPlan®**. One of the first things we needed to get right was our mark-up on food and bar sales. Dean made us think harder about our pricing so that we were keeping up with the industry benchmarks - making sure we got the figures right. In the current market, we needed our business to be profitable and competitive at the same time. People spend less these days, so we

need to **get customers in the door** as well as ensuring a profit that enables us to keep **running a healthy business**. Another important part of the planning was to create flow charts, for us and for our staff, to have something to refer to, to make sure we are all on the same track providing a structured guideline.

As a result, we are in the process of re-inventing ourselves; we've changed the menu, we are redecorating the pub, organizing theme parties, and advertising through various media.



**fresh eyes** and when we met Dean, we thought that this was the perfect opportunity to try new things, refocus and get some advice to adapt to the changing market.

We are confident that the planning will help us maintain and improve our profits despite the current economy and we have been provided with some targets and direction. Although we are very busy at the moment putting in place all these new ideas, we know that we'll be soon able to have more free time. Everything is now well documented, promoting good communication as well as proper training for the staff. Thanks to Dean, **TPK** and **Lion**.

We reached that stage where my husband and I needed to **look at our business with**