

6 Ways to Revamp Your Small Business Today

Written by News Company



Too often with small businesses, you can become too comfortable in your set up and avoid change. Whether it be due to financial restrictions, fear of losing current customers or complacency, the business starts to become stagnant. However, updating your business can get you ahead of the competition and bring in more new customers as the offering is of greater value. So where do you start? Here is a list of ways to revamp your business that you can begin implementing today!

Identify New Trends

It may have been some time since you have conducted a [situational analysis](#) on your business. Spend time looking at your strengths, and think of ways to capitalise on these further. For example, you might want to advertise your advantages more than you currently do by including this information in your advertisement copy. Address your weaknesses also, perhaps employees are lacking training or there is a poor performing service that you need to reconsider as part of your business offering. Next, and probably most important to bringing in new customers, is to identify trends in your business category. If you are a hairdresser, what are the latest in style techniques, and do you have to train your stylists on how to perform these techniques? If you are a restaurant owner, is there a food trend you could be offering, like having the latest craze of Kombucca available, or a special dessert with caramilk chocolate? Find the new trends, incorporate them, then advertise them for customer awareness.

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Redesign your Space

Could your business layout be more effective or attractive to consumers? Trying a new layout may result in you finding there is more space to get the job done, such as waiters moving more effectively through your restaurant. It may even look more appealing to consumers, such as a more formal looking restaurant to match the higher prices. As a step further, maybe it is your online realm that needs redesigning, such as a more user-friendly website layout. You need a design that works for mobile too, as according to Google, 48% of individuals start their search on their mobile.

Attain a Business Credit Card

Another way to revamp your business is to attain a business credit card, such as one from [We stpac](#)

or [AMEX](#) which simplifies things at tax time, as your record-keeping is more straightforward than trying to decipher a personal credit card. Additionally, you can earn points or rewards from your business expenses, and usually, the business card fee is tax-deductible which saves you costs in the long run. You can even have multiple credit cards to give to other employees that handle your finances so there is greater ease with day-to-day transactions.

Set New Goals

Perhaps your business is growing and you have already achieved your old goals, or your outlook has changed and you need new goals to reflect this. Goals should be realistic and set to

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a time limit to ensure you are on the right track. Do not just write the goal, write how you can to achieve it. For example, if you have a sales target you want to aim for, consider the new marketing techniques you may implement to acquire customers and achieve those sales, such as shareable content on social media. Or consider a new technology to improve the customer experience and lead to more conversions. Write a list, make sure your employees know the goals and then you can work towards them together.

Retraining & Team Building

To revamp your business, you need to upskill your employees with [training](#). This may involve cross-training, retraining as a refresh course, or training on a new software you want to implement which would be beneficial to the business. Whatever it may be, make sure you are investing in your employees, as they can deliver more high-quality services leading to customer retention. Another area involving employees is the importance of team building activities. When a team works cohesively and gets along with each other, the workplace tends to run more efficiently. Team building activities may include a dinner out or bowling together, in combination with more staff meetings at work to keep everyone on the same page.

Whether you need to retrain employees, redesign your floor layout, or attain a business credit card, there are many ways to revamp your business. Get in the habit of thinking about where you need to improve constantly, to ensure you are not becoming a stagnant small business, allow growth to continue.