



Business Development Newsletter

January 2009

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Nature Coast Enterprise your one stop shop for business

Please consider the environment before printing this newsletter

Happy New Year

This is the first Business Development Newsletter for 2009. The team at Nature Coast Enterprise trust you had wonderful break over the festive season and that you are feeling revived and ready to tackle opportunities that come your way in 2009.

Tips for business in challenging economic times

2009 has been predicted to be a difficult year as we navigate through the global recession. The Business Development Team at Nature Coast Enterprise suggest, that difficult times can be a marketing opportunity for any business and therefore encourage businesses to focus on doing their core business well.

Based on the reoccurring themes emerging with the many businesses they interact with on a daily basis, the team provide the following tips during these tough times:

1. **Think of Cash Flow** as the single most important factor for your business and review often. Act immediately if cash flow stalls - remember, "Cash is king".
2. **Keep your debtors in-check** with nothing over 30 days - make sure your customers know your payment terms and offer them a variety of ways to pay - be wary when offering credit at this time.
3. **Tighten your belt** - control your costs rather than cutting your costs. Consider carefully before adding new product and service lines that could add to your costs yet not to your bottom line profitability - operate "just in time" practices according to customer demand to keep production at modest levels.



The solution isn't in here!

4. **Manage your banking relationships** carefully so your banker has a clear picture of your business - negotiate your preferred banking terms - if you need to borrow consider the type of loan to ensure interest obligations are kept in-check.
5. **Keep talking to your existing customers** and the wider market so they know your business point of difference - do not stop your marketing as this may loose customers to your competitors - delight your best customers with exceptional service and they will tell others.
6. **Seek expert advice** to keep you in-touch with economic indicators and thinking.
7. **Work smarter not harder** - be strategic about your approach to software, systems and processes within your business - planning within your business is critical.
8. **Review your business insurance** needs as in the event of a crisis this could impact on your Cash Flow - remember, "Cash is king"!



Business Start-up Training

Location: Levin

Dates: Four workshops - 5, 12, 19 & 26 March 2009

Time: 5.30 - 8.30pm

If you have recently started a business or have an idea for a business then you may want to attend the Business Start-Up Training workshops run by Nature Coast Enterprise.

During the course you will explore and work with a number of key questions including:

- Is working for yourself right for you?
- What changes will you have to make in your life?
- What are the main attractions for starting your own business?
- What are the risks and advantages?
- What are the key ingredients of successful businesses?
- What personal resources will you need to make your business a success?
- What rewards are you looking for?
- Who are you going into business with and what are the potential consequences?

The programme will end with a focus on how to make it happen - setting goals, assessing strengths and weaknesses, developing a plan, financial concerns and business structures.

To register, email katrina@naturecoast.co.nz

A world of free information for intellectual property

The current economic climate is an opportunity for dynamic, innovative companies. Use of free intellectual property and knowledge databases can give New Zealand business an informed edge.

Patents are the most expensive form of intellectual property protection and the area where this free information and guidance has proven very popular. Millions of published applications are available via just three databases including the:

1. International patent database of the World Intellectual Property Office, [click here](#)
2. European Patent Office database, [click here](#)
3. American patent database, [click here](#)

Searches can be based on words, phrases, names,

Hi-Impact Business Development Programme

Location: Levin

Dates: Eight workshops - 5, 12, 19 & 26 March, 2, 16 & 23 April 2009

Time: 9.30am - 12.30pm

(the session on 23 April is from 9.30am - 5pm)

This programme has been designed by Nature Coast Enterprise to help established businesses review and grow themselves against the three P's, Potential, Profit and Performance and to put in place goals and targets for the next three years. It follows the world famous Business Excellence Framework - Performance Criteria for Excellence including:

1. Leadership
2. Strategy and planning
3. Customers and markets
4. Information and analysis
5. Business processes
6. People
7. Business results
8. Sustaining excellence

There is a selection process to ensure the programme is effective and targeted. To request an application form, email katrina@naturecoast.co.nz



numbers or classification codes. Apart from the patent in full, other information available includes status, scope, territory, opposition and examination reports.

Use of these free databases can save businesses time and money; provides valuable information on competitors and developments in the field; illustrates novelty of an innovation before incurring cost; and helps ascertain (and avoid) potential infringement.

Such information is crucial to New Zealand businesses, especially those trading overseas. The criterion for patents in New Zealand currently falls short of other countries' as patents are granted for inventions not claimed in applications published in New Zealand within 50 years of the application date. Elsewhere, patents are granted for inventions not disclosed in any form, in any way, at any time before the application date.

Article courtesy of Grow Wellington, www.growwellington.co.nz



News Links

Kapiti Coast District Council releases **Draft Community Outcomes** documents for public comment. Deadline for public comment is 27 February 2009. [Click here](#) to review.

Are you considering raising capital for a venture or think you may be looking to do so in the next few years? [Click here](#) to view Escalator workshops running around the country in the coming months.

Enter the Enterprising Rural Women Award 2009 that recognises an outstanding rural businesswoman running her own enterprise. Entries close 16 February 2009, [Click here](#) for more information.

Reminder - next meeting of the **Levin Business Association** will take place on Thursday 12th February 2009, Horowhenua District Council at 5.30pm. Contact Dave Hill for information david.hill@chronicle.co.nz

Two Horowhenua musicians have composed and recorded the official world memorial song to be played on the first anniversary of Sir Edmund Hillary's death. [Read more.](#)

Subscribe to the Kapiti Chamber of Commerce newsletter by emailing info@kapitchamber.co.nz



Sustainable Home and Garden Show

4-5 April 2009, Kapiti Primary School

- Showcase your sustainable home, garden or food and beverage products.
- 10,000 plus visitors including a large section of your local market.
- Locally sourced, fresh foods will be a particular feature.
- Event continues to grow in stature and popularity.
- Family fun day out, with something to appeal to all ages.

Vendor application details are available by phoning Di Traynor on 021 1515 490.



Business Profile - Member of the Nature Coast Project

Kapiti Office Products Depot



It's not about selling pencils for Lance Marlow - it's about doing business Nature Coast style, working collaboratively with a smile on your dial.

Lance Marlow co-owns Office Products Depot in Paraparaumu - a one-stop shop for all business and domestic office stationery, office equipment, and boasting the widest range of office furniture on the Nature Coast. Lance will even send customers somewhere else if he thinks they'll be served better. "Businesses here look after each other - we have a large base of like-minded people."

www.opd.co.nz



Sustainability Survey

Through the **Nature Coast Sustainable Business in Action Project**, Nature Coast Enterprise has surveyed a number of Kapiti and Horowhenua businesses to gauge their awareness of sustainable business practices.

The survey results provide valuable insights into how businesses are approaching sustainability. We are now using the information to develop a self-assessment tool, case studies and training that will launch in April 2009. [Click here](#) to view more information.

Help for people who have been made redundant

The Government has recently launched the **ReStart package** for people who have been made redundant from full-time work. ReStart gives people who have lost their job more options and provides temporary, targeted, additional support.

Work and Income are supporting this package. If you have been made redundant since the 8th November 2008 you may be eligible for ReStart, Ph 0800 559 000.

Congratulations to Blair O'Keeffe on his appointment as the new CEO at CentrePort Wellington. Nature Coast Enterprise enjoys an ongoing partnership with CentrePort Wellington.



Grow Wellington Newsletter

To read the latest newsletter from Grow Wellington and to subscribe to keep up-to-date with your regional economic development agency,

Click Here



Meeting rooms available for hire in our Lindale office.

When it comes to Nature Coast Enterprises meeting rooms **anything** is possible, including data projectors, electronic whiteboard and full catering.



Contact us today for further details.

katrina@naturecoast.co.nz

or TEL + 64 4 298 6611

This months featured artist in the Lindale office is Amelia Downs



All artwork is available for purchase.

ABOUT NATURE COAST ENTERPRISE

Economic Development:

Our purpose is to promote the sustainable economic development of the region by providing support, information and assistance to the business community while attracting new resources and investment to Kapiti-Horowhenua.

We undertake regional development projects by facilitating business - council - government liaison, developing industry cluster groups and business networking and training opportunities, hosting business functions and fostering employment and skills development.

Tourism:

Nature Coast Enterprise also promotes Kapiti-Horowhenua as a tourist destination. Services include product development, advice, information and training for tourism businesses plus the management of the Visitor Information Centres in Levin, Otaki and Paraparaumu.

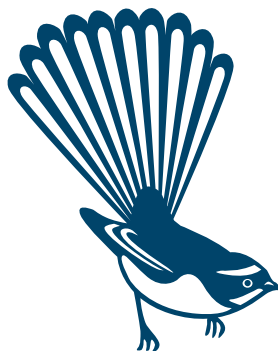
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biz is a national business information and referral service for individuals and small and medium businesses, which is offered through a nationwide network of information centres.

www.business.govt.nz

For your Calendar

Enterprise Training:

February 24 Sustainable Business Practices
Nature Coast Office,
Lindale Complex, Paraparaumu
1pm - 4pm

3 March Show Me The Money
Horowhenua District Council
Offices, Oxford Street,
Levin
9.30am - 12.30pm

For more information on these courses

Click Here or email

katrina@naturecoast.co.nz



Electra Breakfasts Series:

Kapiti

February 4 Paul Winter,
Chief Executive EMA

Levin

February 18 Todd Spencer,
AirShed Ltd

For more information email

maureen@naturecoast.co.nz

