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# **Small Business Owners: Take Steps To Steal Customers From Competitors**

Recession impacts everybody. From the small business owner to wealthy business moguls, no one is unaffected in a recession. People begin to shift from eating in restaurants to preparing more meals at home, and start tightening their purse strings as much as possible. Companies begin to scale back their operations, and even let go of employees. The question on many small business owners minds is – how can I capture market share and keep my business going during difficult economic times?  
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First of all, you must keenly understand the mind of the consumer. Customers still have to buy things in a recession. But, they tend to more carefully consider their purchases rather than buying on a whim. They take time to research the best possible deals. So what can you do to keep your customers?  
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Here are a few small business ideas which can help you to actually grow in recession:  
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- Advertising: During tough times, cost-cutting is the rule for many businesses. Advertising is often one of the first budget items to be slashed; but this is a huge mistake for small business owners. Scaling back or eliminating your advertising efforts can cost you a big chunk of the market share.  
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- Customer loyalty: Recession is one of the best times to enhance your customer loyalty. You understand your customers and give them what they want. When customers feel special, then they tend to come back again and again.  
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- Customer input: Getting feedback from your customers through surveys or other tools will provide valuable information about how your customers are managing during a recession. This will help you create customer loyalty by choosing the right products and services that are tailored to your customers needs.  
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- Have a good business plan: Planning is one of the most important ways to manage resources in a recession. You'll need to run a well-oiled machine in order to keep costs low and increase your business during a recession. You can't do this without a clear business plan.  
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- Locality specialist: It's often seen that with the increase in gas prices, customers often visit their neighborhood shops more than the big malls. Try advertising through flyers and other means to make your customers aware of your presence.  
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- Discount offers: In a recession, customers seek out and expect discounts and special offers. Discounting your services in whatever way you can will help make you more competitive in a tight market. Make sure to advertise these discounts in targeted neighborhoods.  
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- Offer home delivery and dial up services: Customers these days don't want to spend free time shopping for every day necessities. Offering convenience to your customers in the form of home delivery and dial up services will entice more customers to your business.  
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- Promotional offers: Even though cash-strapped customers focus on saving money during a recession, we all need to splurge at times. Come up with creative promotional ideas and discounts that will attract new customers.  
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These small business ideas can help you to enhance your business in a great way. You can even build a small business website for your business which can make your business truly global. So use these small business ideas and see your business beat recession and grow!  
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