

The New Normal

The following are bullet points from our discussion of “the New Normal” as and when the economy recovers:

The “new normal” will mean the cheapest price, a commodization of virtually all products and services, and a continual need to reinvent your business.

More government mandates. The consumer will have less spending potential.

Chronic under employment; very slow re-employment.

A strong necessity to continue to improve productivity.

Contraction of capital. More moderate return expectations.

A greater necessity for more strategic alliances.

Product expansion and diversification.

More efficient asset management. Greater focus on A/R.

General decline in lifestyle. Higher taxes and more regulation.

Opportunity to move “up market.”

Necessity greater control back office costs.

Devaluing of expertise.

Buyers continue to look for low price and relatively higher value.

More focus on pricing, more focus on energy and green. More government mandates for business.

New construction is years away; roads and bridges will come first.

People are frightened as never before and are adjusting their horizon on this long term. Saving and limiting spending as never before.

Copyright © 2009 Corporate Partners Inc. All Rights Reserved.