# BELMONT BEC NEWS UPDATE - JANUARY, 2024




**We wish all our members and readers a very HAPPY NEW YEAR for 2024 and beyond. We hope for the very best for everyone, both personally and commercially.**




**Ten tips to refresh your small business brand in 2024**
January is a great time to find some fresh inspiration to give your brand a boost for the year ahead. No matter whether you are new to small business or a veteran entrepreneur, there's always room for improvement and even small changes have the power to make a big difference. If you are looking for a fresh edge for your small business in 2024,10 tactics you can explore today to help stoke your success next year are **here**.




**Beyond the 4Ps: Integrating your marketing mix for success**
You want to grow your business; your strategic decisions cannot be made in silos. Rather, you must look at your marketing mix holistically, considering how each piece works together and reflects the key drivers for your target audience. Every element of your marketing should integrate with the next, reflecting the characteristics of your customer and your strategic positioning as a brand. This article will summarise and expand on the Ps of marketing, and explain how they work in tandem with one. **Here**.




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Join BEC NATIONAL EXPORT FREE PROJECT visit tcfaustralia.com/export
**January 31st, FREE ONLINE 'LIVE' EXPORT WEBINARS**
**Presenter: Carol Hanlon, CEO, Belmont BEC**
Module 1) Introduction to Exporting, 9.30am-11.30am Bookings
Module 2) Export Guide for Small Business, 12noon-2pm Bookings
Module 3) Writing your Export Marketing Plan, 2.30pm-4.30pm Bookings
**Can't Make the Date? Request a Recording**
**Book a FREE Export Mentor**




**2024 predictions for supply chain**
In recent years, supply chain management (SCM) has come face to face with many challenges - global pandemic shutting down factories, post-pandemic labour shortages and port congestion, intensification of climate change, growing inflation, and geopolitical tensions. These challenges forced organisations to rethink what it means to build a resilient supply chain to thrive amid all these risks and bottlenecks. Not all hope is lost. More opportunities to build a more efficient, intelligent, and sustainable supply chain have emerged. **Be aware.**




**Top 10 business trends to watch out for in 2024**
Hey there, curious minds! Ready to catch a glimpse of the future of business? Get set for an exhilarating ride as we unveil the Top 10 Business Trends of 2024. From AI magic to sustainability revolutions, this guide is your ticket to staying ahead in the dynamic world of commerce. Let's dive in! ….**here**

**Sponsorship Opportunity** **31st Belmont & Western Australian Small Business Awards 2024**
Join us to sponsor a category in the 31st Annual Belmont & Western Australian Small Business Awards in 2024 providing recognition to small businesses across WA. Launching May and running through to October. Gain extensive promotion and marketing opportunities for your business. **View 2023 winners & sponsors** adjust link
Further info contact **Carol Hanlon**

**Are you a Speaker or Presenter?**
**Like to present during our 20th designedge Innovation Festival?**
BEC, TCF & BPW Members are invited to register interest in being a presenter or speaker during our 20th designedge Innovation festival which will run 4 months May to September to our national & global network. Sessions can run live or recorded online. Sponsorship Opportunities also available. **View 2023 Festival**
Sponsor Opportunities also available. **Contact Carol Hanlon**



**5 ways to deal with conflict management in the workplace**
Today's workforce is the most diverse in history, mixing people from all around the world to stimulate a more creative and innovative workforce. However, bringing together people from different backgrounds and generations (as well as adding remote working to the mix) can also lead to miscommunication and conflict at work. Because what is appropriate in one country, or acceptable for one generation, might mean the complete opposite for another. In this blog post we have bundled together 5 ways you can tackle (future) conflicts in your organisation! Take a look **here!**

**Grants and assistance programs in Australia**
Find grants, funding, and support programs from across government to help YOUR business grow and succeed! When searching for funding, keep in mind that you'll generally need to meet certain criteria to be eligible. View funding assistance, and programs that can help your business by building your skills and knowledge. **Do you qualify?**



**How SME business owners can get ahead with AI**
Running a small business is no small feat, and we all know that time and energy are like precious gems. So, what if we told you there's a clever way to save both? Yep, you guessed it: with the magic of artificial intelligence (AI) and ChatGPT. If you've never used this kind of software and feel overwhelmed by learning new tech tools, don't worry. These tech tools can be the sidekick you didn't know you needed, if you start wrapping your head around the many ways they can be helpful. **Like this**.



**Quote of the month**
"I am not afraid of an army of lions lead by a sheep,
I am afraid of an army of sheep lead by a lion."
**Alexander the Great (356 - 353 BCE)**

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Would you like to be featured in our new eBook with your 10 tips for Exporters and Global Trade Advisors? Each expert will be allocated two pages. Participation includes additional promotional opportunities as an expert and you may also be invited as a presenter in future 1001 Business Tips Online Forums. Interested to share your expertise and gain exposure? **Contact Carol Hanlon**



***Another tip by Fuller Yu from the forthcoming -***
**'1001 Business Tips from 101™ Cyber Security IT**
**Have robust physical security controls**
Yes, some cyber incidents were caused by weak physical security, rather than weak IT systems. Check if a stranger can plug a thumb drive into your company PCs easily. If so, these PCs need to be locked down (e.g. disable USB ports).
Worth to do monthly office round checks to spot out any weak points (unlocked cabinets, unlocked doors, sensitive papers at open areas, etc).



**How to improve employee retention in small business**
Having responsibility for employees has been rated among the top stressors of owning a small business. This can include a variety of different responsibilities like rostering and pay, meeting legal obligations, as well as hiring and retention. While turnover is a normal part of running a business, it still creates stress for both you as the business owner, and any other employees left to cover work in the meantime. It may also mean you do not have enough resources to take on new work or opportunities. **Learn more.**

**How does inflation impact small businesses?**
**11 ways to turn rising costs into growth**
The concern from the small business community is completely warranted. Inflation disproportionately affects small businesses in a multitude of ways – and more rising costs appear to be on the horizon. However, it's possible to often leverage these challenges into growth opportunities. This article breaks down common challenges that inflation presents for small businesses and offers some solutions that can help them stay competitive during difficult times. **How?**

**eInvoicing Ready product register**
The eInvoicing Ready product register has been established to assist you to identify and select a certified eInvoicing Ready product that will connect your business to the secure Peppol network. Once connected to the Peppol network through an eInvoicing Ready product your business can send or receive eInvoices and other procurement documents with trading partners who are also connected to the Peppol network and enjoy the benefits of eInvoicingExternal link. Learn more.




**How to respond to a bad review**
Getting reviews from customers is a part of doing business. and because no business is perfect, you might occasionally receive bad reviews. But you can earn goodwill with customers and safeguard your reputation by responding to reviews, even when your business gets criticised. As a 2022 BrightLocal survey shows, 89% of consumers are either highly, or fairly likely. to use businesses that respond to all their online reviews. If you're wondering how to respond to a bad review professionally is **here**.

**Australasian Institute of Business and Enterprise Facilitators -**
The business advice industry in Australia and in many other countries is self-regulated, and virtually anyone can call themselves a business or enterprise facilitator, advisor, coach, mentor, or consultant. AIBEF provides accreditations for your skills and expertise. Further **Info**

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Unit 3, 216 Belmont Ave., Cloverdale - Contact Belmont BEC

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Members receive one free webinar below during January - Contact us
To book for upcoming events visit **www.belmontbec.com/webinars**

- Writing Your Business Plan
- Pricing, Costing and Cashflow
- Starting Your New Business
- Understanding the Australian Privacy Changes
- Credit Management And Debt Collection
- How To Write A Tender Or Grant Submission
- Tips on Building a Successful Business
- Preparing For A Fashion Trade Show
- How To Start A Fashion Label
- Quality Control In The Fashion Industry
- Importing and Exporting
- Get Noticed By The Media
- How To Brief Your Website Developer
- TESTEX – Textile Accreditation and Labelling
- Avoiding Manufacturing Pitfalls
- Marketing On A Budget
- Strategies for Off Shore Outsourcing
- Sourcing in Asia via HK
- Sourcing Textiles & Apparel in India
- Buying Or Selling A Business
- Fashioning Sustainability Diverse Perspectives
- Balancing Work And Life
- Credit Management And Debt Collection
- How To Write A Tender Or Grant Submission
- Tips on Building a Successful Business
- Connect your Business to the Women's Empowerment Principles
- How To Grow Your Fashion Business
- Understanding your Intellectual Property – Trademarks, Designs, Patents
- Ethical Fashion and the Triple Bottom Line
- Italian Fashion Media
- Preparing a Business for Sale
- Global Platform for Sourcing From Women Vendors
- Tips on Using Social Media in your Business
- Make Customer Experience Your Competitive Edge
- Understanding Freight Logistics of Importing and Exporting
- How To Grow Your Business
- Strategies for Off Shore Sourcing
- Establishing Your Label in the USA
- What Buyers Are Looking For
- Specification Sheets for Apparel Manufacturing
- Marketing for Small Fashion Business

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