

## ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 23

### 4. Выполните анализ и реферирование текста «How to reduce business costs» (15 баллов)

Business owners are in the habit of making money. But far too many business owners are wasting money unnecessarily. In fact, 82% of all businesses fail because of cash flow problems.

The easiest way to reduce business costs is to recognize the necessary from the unnecessary. If you pay a lot to a social media expert but have the highest, most positive social media presence then that's a market differentiator. If you're paying a lot to an automated service line then that's a clear starting point of cutting costs.

Reducing costs and creating healthy processes that will only cost you less money over time doesn't have to be time-consuming or take too much thought. It's just about making smart choices when reducing business costs.

Using technology whenever possible can help you save money and take your business forward. Hold meetings virtually so you can save on petrol/gas money. Use online payment services, like PayPal or Venmo. Google Docs, Basecamp, or Trello are free tools that can help organize and centralize your company documents and offer collaboration tools so you don't need a million paper documents and countless physical meetings. Technology also helps your employees to focus on the most important things. Make sure that 80% of the time your employees are doing what they need to.

Eliminating paid advertising isn't advised all-together but there are some cheaper alternatives that you should explore.

- Use all the networking opportunities so that your customers recognize you.
- Do more of your marketing work in-house instead of paying someone else. You can do some research online to find tips and guides that work for you.
- Boost your social media presence but choose the right platform for you such as Facebook, Snapchat, Instagram, Twitter, etc. Be sure to set a goal and create a strategy, as posting randomly will get you nowhere. Just ensure that you're being genuine and really connect with your audience.
- Ask current customers to write reviews on your website or social media channel. Remember that people trust online reviews almost as much as if they were to receive a recommendation from a friend or family member.

These modern methods really do work. However, to ensure you're cutting business costs then you just need to try as many as possible to see what works and doesn't work for you.