

Business Analyst for the Small Business

Small business owners may not think they need a business analyst. Small businesses are sometimes caught up in trying to survive and overlook a key element in their success. The business analyst can actually come in and determine what the small business owner can do to expand his or her business. The small business owner can benefit just as much from a business analyst as a large corporation. There may be times when the business analyst sees the big picture when the small business owner can only see the bottom line. The new small business may not feel the added expense of a business analyst is worth justifying. In fact this is just the case.

The small business can benefit from the business analyst in many ways. The business analyst may be able to offer an unforeseen income generating avenue. Advertising techniques the small business is using may be proving fruitless. The business analyst may be able to implement bluetooth advertising. The small business could target specific clients instead of a general population with his or her advertising dollar. The business analyst may be able to suggest point of sale income not thought of by the small business owner. Other elements the business analyst could suggest would be repackaging in different sizes, where appropriate. Offering complimenting sales items may have not occurred to the small business owner. The business analyst is there to show a different perspective.

The business analyst will be able to assess the small business and determine what business decisions should be made. He or she can instruct the small business owner of new programs available. The business analyst will be able to offer advice as to new technology the small business owner is not taking advantage of. The small business is able to be aided in several ways by the business analyst.

The business analyst is a visionary. He or she can show the small business how to implement innovative business techniques. These techniques may have never been before thought of by the small business owner. The business analyst can view the broad scope of things to determine a need by the customer. The small business owner may have no idea these areas of opportunity exist. It is up to the business analyst to show the small business what will work and what will not work for the business.

Building profits and customer relations are the two key components that make up what the small business is focused upon. A good business analyst will be able to integrate these key elements into a plan of action for the small business. The business analyst can act as the liaison between the small business and the

customer to determine if the needs of the customer are being met. A report can then be generated to determine how the small business can use this information.

The small business and it's customers can benefit from the knowledge a business analyst brings to the table. The added expense of a business analyst can significantly raise the profits of a small business. It is worth researching whether a business analyst will be able to use his or her skills when it comes to a small business.