



## **The Cost of Inaction: Do Good Things *Really* Come to Those Who Wait?**

Have you been guilty of inaction over the past year when you didn't invest in additional staff, streamline operations or create a better infrastructure? Or are you an entrepreneurial competitor that has continued to invest, have increased their market share, secured new suppliers and strengthened their brand image?

So many companies have been lost in the art of procrastination in the current climate and this inaction has reached epidemic levels. Have you been guilty of using the common phrases at business networking events: We are being shrewd, we are considering our options, and we need to manage our return on investment right now.

ROI has always been at the forefront of any forwarding thinking business and it is paramount to ensure accountability, efficiency and of course, a profit. In the days before the GFC, investment in your business meant a more streamlined and profitable bottom line, now is not the time to change these objectives.

Business analysts around the world have speculated how long the GFC aftershocks might continue in Australia and around the world and agree the affects could be with us for years. You can't afford to put your head in the sand, to bide your time, to watch your customers shift to your competitors? Now is the time to act.

By investing in your business whether it is additional staff, streamlined operations or better infrastructure it will bring both financial and efficiency rewards that will have your competitors looking to you and will have your customers more loyal than ever.

So don't wait for good things to come to you, invest your resources now to find the solutions to bring the best times to you and your business.

Call the team at RFBS on 1300 136 419 today to arrange to discuss the best options for increasing efficiency and productivity in your business through a more streamlined warehouse and retail back office.

[www.rfbs.com.au](http://www.rfbs.com.au)

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