

Small businesses nimble enough to shift with their market

“The most difficult thing is the decision to act; the rest is merely tenacity.”

— **Amelia Earhart**



Dr. Kimberly
Legg Corba

There are undeniable benefits and disadvantages to owning a small business.

Benefits include independence, flexibility and control.

Difficulties include duties that extend beyond the normal work day, complete accountability regard-

ing finances, employees and product delivery.

Small-business ownership is not for the faint of heart.

This is even more the case when the

market to which the business provides a service change – and the demands/costs for that service cause the consumer to seriously reassess its benefit, level of satisfaction and fees.

When this occurs, it is time for the

Independence helps small companies respond to shifts in market demand by adjusting their services and business model.

owner of the company to contemplate a change. This can result in feeling, for the small-business owner, that there will be a renewal of the risks involved.

WELL POSITIONED

When the market demand shifts, the reorganization of infrastructure may pro-

duce demands equivalent to those when starting a new business from scratch.

It is reassuring to know that small companies often are in a position to respond to such shifts in market demand through an ability to adjust their services and business

model because of their independence.

This can allow the delivery of a more suitable and functional product at a lower price point.

ADAPT AND SUCCEED

Small businesses also have control of certain aspects of overhead costs, unlike

larger businesses which may be unable to make modifications in this area.

And although it can take some time for a new innovative business model to exhibit proven quality, studies show that consumers will embrace the new product and its lower price if it indeed provides a better standard.

This is the recipe for success.

Small-business owners, for all of the hard work involved, remember that it is always in your power to adapt and succeed.

Dr. Kimberly Legg Corba is family physician/owner of Green Hills Direct Family Care (www.greenhillsdirectfamilycare.com) of Upper Macungie Township, which provides comprehensive family medicine through the direct care model.