



▶ WHETHER YOUR BUSINESS IS SUCCESSFUL, STRESSED & STRUGGLING OR JUST STARTING, TAKE CHARGE.



▶ EXTREME COST-CUTTING IS VITAL IN TOUGH TIMES. FORTUNATELY, IT IS EASY TO ACHIEVE.



▶ SUCCESS IS PREPARATION MEETING OPPORTUNITY. VRC SERVICES PREPARE YOU TO WIN.

Since 1977, **Venture Resource Center** has built better companies. From pre-launch concepts to small businesses to large enterprises, VRC provides vision, perspectives and support for every stage of development and growth.

MANAGEMENT ♦ MARKETING ● DEVELOPMENT ♦ TECHNOLOGY

Business focus



Where is your business on the tree of life?

◆ STARTING UP

Been there or hoping to get there...

Chances are you know just enough to get in your own way.

Business success requires a strategic blend of vision, courage, knowledge, talent, experience and wisdom, none of which occurs effectively within a vacuum.

It has been said that successful entrepreneurs and leaders are those who understand their own abilities and limitations, and continually seek to surround themselves with capable individuals and service resources to overcome their deficiencies.



The sage advice is endless... *plan your work, and then work your plan... plan to succeed, manage to profit... to build your business, build your relationships.* But, the most important advice at this early stage is to set aside your ambition and ego, and don't try to "go it alone."

Now is the time to seek objective counsel to expand your knowledge base and to validate your concepts, opportunities and competitive challenges.

Build a solid business from the start by involving those with greater skills, talents and experience to assist in planning, documenting and building your business models, systems and organization.

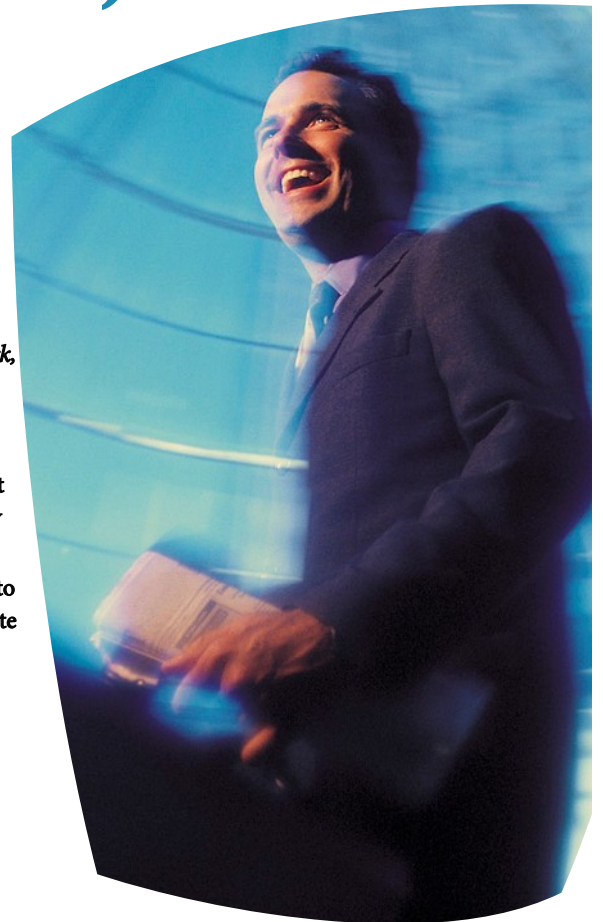
◆ STRESSED & STRUGGLING

Running hard or hardly moving...

Chances are your business is running you.

The demands of entrepreneurial business have no mercy. Even when goals are well defined, good systems are in place and

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Bringing Big Ideas to Life by serving as a primary go-to resource for virtually every aspect of business, from concept planning and development to operations and growth.

SMART BUSINESSES TAP **THE RESOURCE** FOR SUBSTANTIAL SAVINGS AND POWERFUL TOOLS FOR GROWTH.

800.650.2725 ♦ WWW.MYVRC.COM



Preparation meeting opportunity: *Are you prepared to succeed?*

Venture Resource Center services cut costs, increase productivity and prepare you to achieve and sustain growth and profitability.

Tree of Life, continued

personnel are highly capable, most businesses encounter the proverbial brick wall across the road to success.

You know the signs: Motivation wanes, productivity declines, efficiencies decrease, revenue stagnates and relationships sour.

Despite working harder than ever, your rewards no longer keep pace with your effort, and your burdens and challenges overwhelm the passion that once fueled your ambition and vision.

Now is the time to seek objective guidance and support to help you to reenergize yourself and your team... stimulate productivity, creativity and growth... and rediscover the fun and joy of a growing, dynamic workplace.

◆ **SUCCESSFUL**

Growing or growing broke...

Chances are you are too close to see the forest for the trees.

The dynamics of business constantly test the stability and efficiencies of infrastructures, operations and human resources. Although you have worked hard to climb to this level, you must be mindful that even one misstep can precipitate a fast and costly fall.

Now, more than ever, is the time to focus on small details... to ensure continuing growth of sales and brand equity, and to optimize readiness for your exit strategy.

VRC provides thorough, objective evaluations of your business environment and operations, and a broad range of focused planning and support services, enabling you to:

- ◆ *Proactively identify areas of concern and opportunities for growth and improvement.*
- ◆ *Increase efficiencies and productivity.*
- ◆ *Reduce costs and burdens.*
- ◆ *Stimulate team morale, motivation and contributions.*
- ◆ *Focus and guide management vision, leadership and action.*

Whether we engage through a standard consulting package, or a customized mix of consulting and support services, you can count on productive, economical resources that meet your needs.

Standard business consulting packages:

Total Enterprise Audit

A comprehensive review and assessment of your business, including our six focused audits (*also available independently*):

- Operations & Workflow
- Organization & Human Resources Management; Finance & Administration
- Technology & E-Commerce
- Marketing, Advertising & Public Relations

Other management support services:

- Envisioning & Strategic Planning
- Mystery Shopping & Performance Testing
- Crisis Assessment & Intervention
- Team Organization & Motivation
- Entrepreneurial/Executive Coaching & Counseling

FREE Consultation

There is no better time to learn more about what Venture Resource Center clients know: ***The Resource is the productive go-to partner for every business need.***

Contact us now to schedule a brief meeting. We'll discuss your needs, present our portfolio and explain how VRC can save you a lot of money, strengthen your business and brighten your future.

CUTTING COSTS: Start with the BASICS.



When economic pressures put business survival at risk, you have to cut costs.

But balancing your budget without damaging your organization and market share is a big challenge.

VRC provides powerful programs and features that substantially reduce many everyday operating costs, while strengthening every aspect of your business.

PURCHASING CO-OP

ADVERTISING CO-OP

DIRECT BARTERING

WHOLESALE PRINTING

E-COM PARTNERSHIPS

WORKFLOW STREAMLINING

ADVERTISING REBATES

MARKETING DISCOUNTS

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