

Duvall & Associates, Inc.

Taking Care of Business

MAKE YOUR BUSINESS UNIQUE

"Make your money expert advice...I'm not commodity." REM

Commodity - Definition - "The common measure."

The ultimate curse towards failure for many small businesses is to have their offering of products/services labeled a "commodity". Fast food, paper clips, payroll and toothpicks come to mind.

Generally, commodities are fungible products which are available in bulk and marketed on a price-first basis. The pricing becomes all powerful in this business game and is typically championed by giant, capital intensive, highly-efficient, volume-oriented businesses.

Small businesses discover it very formidable to compete effectively in this market arena.

Hence, the struggle emerges to successfully communicate the differentiation of your product base in order to justify the increased pricing needed to sustain the smaller business structure.

Service becomes the great equalizer in commerce - customization, communication, response-time, flexibility, access to top dogs. Services offered by agile, bureaucratic-free small businesses which simply cannot be replicated by a much larger organization.

Force the giants to play in your arena - on your terms.

Thus the small business challenge - examine every product and service marketed to customers - and formulate strategies to tailor each into a truly unique offering - which customers will appreciate and compensate at premium values.

Be special and prosper.

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