

Webinar

Small business challenges: Common hurdles and how to avoid them

Supporting Document



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Who We Are

‘One person can’t change the world, but together we can all make our own tiny difference.’

This is the philosophy that our company was built on.

We at Tiny Box Company believe that luxury and beauty need not be compromised when making ethical packaging choices. Based on this principle, we have carefully hand-picked our entire range, which includes recycled jewellery boxes, recycled bags, gift packaging, rigid boxes, acid-free tissue paper, ribbon and more. If you are looking for something “outside the box”, we have extensive experience in working with customers to help them find the perfect bespoke packaging solution for their brand.

Welcome to the 2nd Tiny Box Webinar!

Small business challenges:

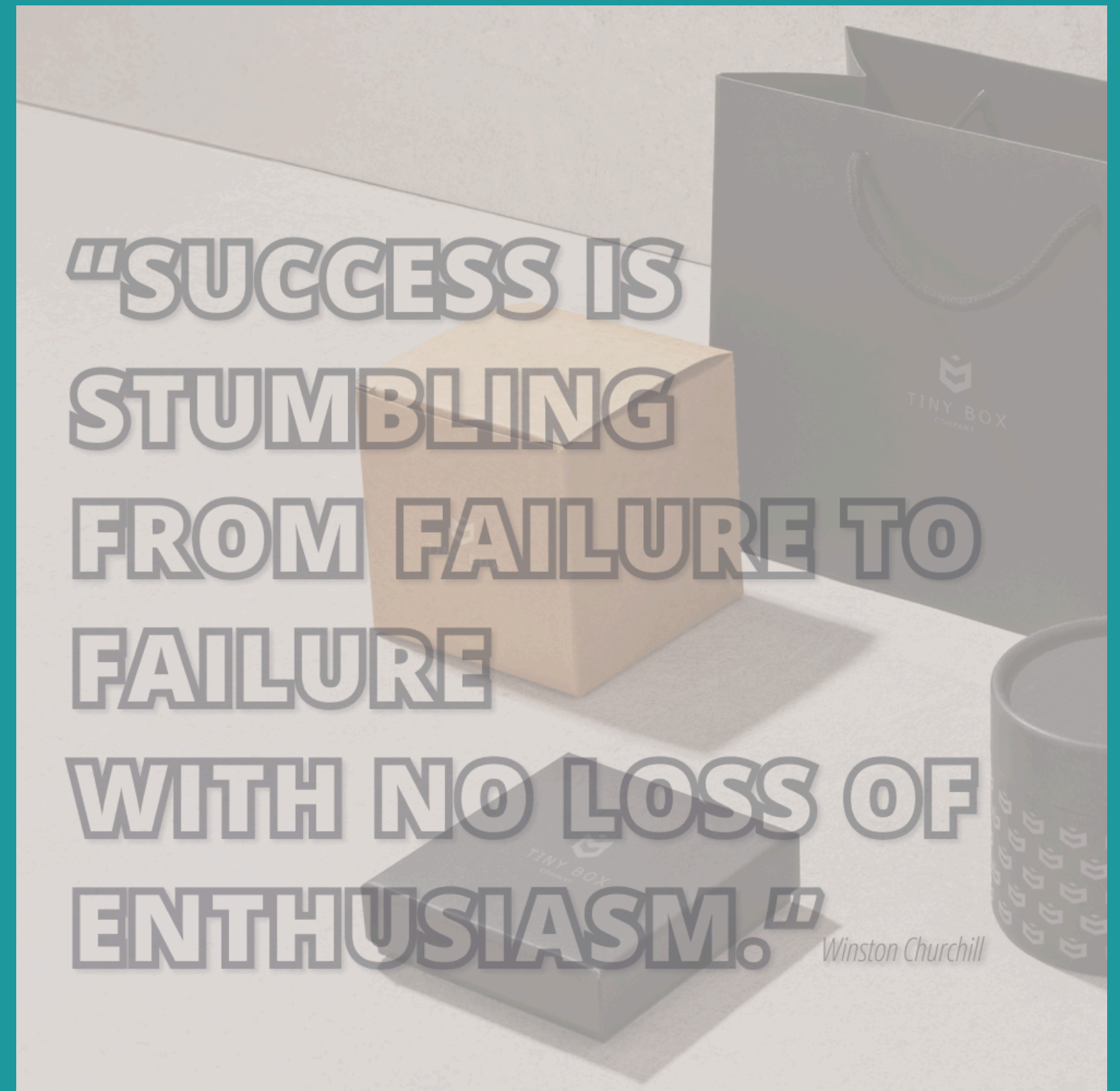
Common hurdles and how to avoid them

Running a small business is a journey filled with unique challenges and opportunities. In this webinar, we'll dive deep into the common hurdles that small business owners face and provide practical strategies to overcome them. From managing cash flow issues to effectively navigating customer setbacks, this session is designed to equip you with the knowledge and tools you need to thrive.

Whether you're a seasoned entrepreneur or just starting, this webinar will provide valuable insights to help your business succeed. Don't miss out on this opportunity to learn, grow, and connect with like-minded professionals.

In this session, we'll explore fundamental questions that can help you navigate and avoid common challenges in your business. By answering these questions, you'll gain valuable insights to guide you toward a more successful and resilient business journey. We've also included useful links in this document. Feel free to download and refer to it whenever you need!

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What Setbacks to Expect



Questions to Ask Yourself

- What are the most common challenges in my industry?
- How can I prepare for unexpected changes or setbacks?
- What contingency plans do I have in place?

Useful Links



- [SEMrush](#): is a comprehensive tool that helps small businesses analyse market trends, research competitors, and identify opportunities.
- [LivePlan](#): LivePlan is an easy-to-use software that guides you through the process of creating a detailed and professional business plan.

How to Overcome Common Hurdles



Questions to Ask Yourself

- What are my most frequent obstacles, and what strategies can I use to address them?
- Are there any tools or resources that can simplify these challenges?
- How can I leverage my network for support and advice?

Useful Links



- [Trello](#) is a versatile project management tool that helps small businesses organise tasks, streamline workflows, and collaborate with team members efficiently.
- [Tiny Clinic Facebook group](#): Join our Facebook Forum to get advice or offer your expertise. It's a great way to leverage your network for support and advice.

What to Do if Customers See a Setback



Questions to Ask Yourself

- How do I communicate effectively with customers during setbacks?
- What steps can I take to regain customer trust and satisfaction?
- How can I implement feedback to prevent future issues?

Useful Links

- [Zendesk](#): Zendesk offers a suite of tools for customer support and engagement, including features for handling customer inquiries, managing feedback, and maintaining effective communication during setbacks.
- [Google Forms](#): Google Forms is a free tool for creating surveys and collecting feedback from customers. It's easy to use and integrates with Google Sheets for analysing responses and tracking.

How to Pick Your Battles



Questions to Ask Yourself

- What are the most critical issues that require my immediate attention?
- How do I prioritise tasks and decisions based on impact and resources?
- What criteria can I use to decide when to fight for a cause and when to let go?

Useful Links

- [Asana](#): Asana offers a free version that helps with task management and project planning. It allows you to set priorities, assign tasks, and track progress.
- [@tinyboxcompany](#) - Every Friday, we post a Funny Friday reel on our socials! We create fun content related to business and marketing to make you laugh and keep you motivated. Join us for a weekly dose of humour and inspiration!

Thank You for Participating!

Follow us on our social media channels to stay updated on future webinars and get valuable tips for business owners.



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