

Past, Present and Future Part IV

Barbara Presley of Presley's Alternator and Starter in Bay City, Tex. believes "opportunities in our industry are endless." I agree.

Presley's is willing to explore other business opportunities and expand into other areas of service, and were the first rebuilding shop to reply to the 2005 Rebuilder Market Survey in the April issue of the Exchange. (The survey is being published for the second and final time on page 18.) Please do your part and reply as well.

On page one, "Parasitic Draw Savvy Bolsters Business" suggests there's a market for diagnosing problems with aftermarket electronic equipment where battery drains are detected. Two thousand five might not be your "record breaking" year in business, but it doesn't have to be your worst either. Start looking for your opportunities.

"Creating a Successful Business Plan" on page 4 addresses the value of having a comprehensive understanding of your business. Everything from mission state-

ments to business objectives and financial requirements to staff are addressed. Author Bob O'Connor admonishes us, "If you fail to plan, you plan to fail." Planning to succeed requires commitment and action.

Let's not get so busy trying to keep our head above water that we fail to do the necessary forward thinking to be successful. Change is not a dirty word.

Polly