

RAISING THE BOTTOM LINE *continued from page 3*

The Good News

I honestly believe the outlook for our industry will improve. The playing field is going to look a lot different, though. There's certainly not going to be as many players; only the smartest and the strongest will survive.

All that means is, you need to keep your eyes and ears open to the new trends and the future wants and needs of your customers, and stay ahead of the curve. And as for being strong, it took guts for you to start and run a new business; you just need to rely on the same inner strength.

Find your niche, build your operation around that image and don't give up. Better days are coming, but, hey, if I'm wrong, I'll see you all in the poorhouse.

If you have any ideas or suggestions you'd like to share, please feel free to contact me. E-mail me at daytonauto@optonline.net.

Carmine "Butch" DeZuzio owns Dayton Auto Parts & Speed Equipment, Paterson, N.J. He writes a regular column for the business-to-business publication Specialty Automotive Magazine.

Surviving in Down Times

The economic forecast is bleak.

The "R" word is now in the news and businesses are in trouble. How do we survive the next three years as an industry? Here are a few ideas:

The companies that do the right things well will survive and the improperly managed companies will not. Even in the worst situations - which this is not-everything does not stop. There is still a ton of business out there and there will continue to be a ton of business out there. Maybe there won't be as much, but in this age, the slow big companies will be in more trouble than the quick small ones.

-Doug Dwyer

Vice President of Operations, Bryson-Dwyer Inc.

Efficiency is the watchword of today's successful business model. Look for it everywhere you can. While the entrepreneurial spirit that founded our industry has served us well for many years, business is moving at a more dynamic pace than ever, particularly in the arena of business technology. If you aren't moving rapidly to industry-standard electronic catalog data; complete availability of critical product

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