



BUSINESS TELEVISION SHOW OFFERS HELP

Ninety five percent of New Zealand businesses fall into the Small to Medium Enterprise category. That means there are a lot of people out there who have the guts to try and make their dreams reality. If you're one of them, you'll know it's incredibly hard work. You'll also know that staying in business, or growing your business, can be even more challenging than starting out.

Perhaps your business has grown strong quickly, but you've come to a crossroads in terms of expansion. Will the business get too big, too fast? Can you manage the increased pressures of growth? Is it worth expanding?

Or are you part of a family business with emotional connections between family members clouding judgement on business direction. Perhaps someone wants to sell out or bring in inside help, while one wants to retire and another wants to explore new business threads.

Maybe you've gone into business with a friend and it's gone a bit pear shaped. Both of you think the goal posts have moved, but in fact, there weren't any goal posts to begin with.

We're looking to help small-to-medium sized businesses through a television show designed to solve a range of issues affecting businesses. This is an opportunity to have your business promoted on national television and to receive advice from our team of high-profile, successful, business people. Our advisors will identify the issues in your business and form a plan to solve the problems.

This programme isn't going to be a once over lightly, cursory glance at your business. We'll be looking at the books, the marketing, the manufacturing... the whole shebang, to pinpoint the problems in your enterprise. It may not be the news you want to hear, but it will be considered advice, and it may be just what you need.

Of course there are no shortcuts to success and our business advisors aren't going to do all the work. You'll have to commit to change and at times that change could be significant and difficult to comprehend. But at the end of it, you would have learned more about running your business, received expert advice, solved a problem AND had great exposure on TV.

If you're interested, please contact us via email at business@topshelfproductions.co.nz or call **Erin** on 0800 899 777 or 09 377 8774. Tell us a bit about your business, its history, your initial objectives, what you think the problem is, and why you think you should be on the show. All queries and comments will be kept confidential.

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