

# Catapult - Making Ideas Happen

10x Brisbane Logan

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## Silver lining to the downturn

Times may be tough, but there are still opportunities out there for the entrepreneurially talented.

Small business owner Scott Gassmann says he and others are noticing how tough the coming year might be.

Gassmann co-manages a small accountancy and business consultancy firm, GM Accounting, in the South-East Queensland city of Logan, dealing with small business clients from its offices in a commercial shopping centre. Business is slowing.

"We've definitely noticed a downturn in people coming off the street for assistance with investment and finance," says Gassmann. "Logan has been such a boom area for so many years, but uncertainty is growing now, not just here, but all around Australia, in regards to where things are headed within the next 12 months. Things may be tough for a while."

However the entrepreneurial Gassmann is refusing to be sucked in by the gloom.



"We're noticing the economic pain. Though a strong business strategy, and some understanding of some of the benefits of building a business during a downturn, should see any strong and resilient businessman or woman through," says Gassman.

"It isn't all bad news for entrepreneurs looking to get up and running at the moment."

So how can young entrepreneurs not only get a leg up on a bear market, but grow their business in a time when everything else economic is going south?

