Crisis no excuse for not succeeding, says expert

THE 'crisis mentality' plaguing local business owners has been blamed for crippling the Surfers Paradise business community.

Damien Moffrey, partner of Baker Affleck and business development expert at 10X Surfers Paradise, said stellar business results were achievable despite the current economic climate.

"In fact, many Surfers Paradise businesses are doing just that."

But he warned it was not possible if business owners convinced themselves that their business was at the mercy of the economy.

While 21 per cent of small business owners were concerned about a lack of sales, 14 per cent about their cashflow, and a further 11 per cent about the negative impacts of the economic climate, Mr Moffrey said new research revealed that 78 per cent have not approached their accountant about getting help.

He said this was one of the key contributors to business failure.

"The cold hard reality is that the success of a business has less to do with the economy and more to do with the business owner's ability to make it a success," he said.

"It's time for business owners to stop listening to the doomsayers and start focusing on turning the challenges in their business into opportunities – and to seek the help they need to do that.

"Small business owners are the backbone of our economy.

"Until they receive the help they need to improve the livelihood of their businesses, the economy will continue to suffer."