

Business “Reset”

More

Spending

Used Equipment
Cloud Computing Services
Open Source Software
Software as a Service

Costs

Shared Costs Among “Competitors”
Integrated Operations
Pressure on Suppliers
Teleconferencing
Barter

Advertising/Marketing

Pay for Performance Advertising
Less Expensive Alternatives

- Customer Derived
- Twitter Campaigns
- Blog Driven
- Online

Products to Sell

DIY
Private Label
Areas with Government Stimulus
Market Jumping
Category Breakers
Redesign Cheaper

Services

Product Guarantees
Free Maintenance
Real-Time Web Chat
Product Assurance

Employment/Compensation

Temporary Sabbaticals
Cross-training
Flex-time Schedules

Less

Spending

Private Planes
First Class/Business Travel
Hotels
Rental Cars
IT Infrastructure (*i.e.* Servers)

Costs

Retirement Contributions
Insurance
Paid Vacations
Gifts

Advertising/Marketing

Television Advertising
Newspaper Advertising
Full-Service Marketing

Products to Sell

Luxury Goods

Services

Car Service
Catering
Event Planning

Employment/Compensation

Guaranteed Compensation
Specialization