

Press release

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Business advisory group launches Survival Plan for Cheshire businesses

Chester based business advisory group, Guilford Consulting, has launched a simple diagnostic that takes only a few minutes to complete but will tell businesses what their chances of survival are and identifies the key issues for them to fix if they are to survive the recession.

Noel Guilford, the group's managing director said: "We are finding that many Cheshire companies are in danger of either going under or losing control of their business. They were marginal before the recession and now their chance of survival is low. Some firms will prosper and grow taking on the opportunities created by failing companies. In the middle are the majority of companies, however, who, with help, can avoid business failure. Most firms have tried all the obvious survival techniques, reducing costs, delaying investment, and reducing head count, but this won't be enough to save them. There is another way; we call it the Survival Plan."

After completing the 25 question diagnostic the major issues that need addressing are identified. If necessary a consultant from Guilford Consulting will walk businesses through what can be done to effect improvements, assess the impact on profitability and cash-flow and work with them to make sure this all happens quickly.

The Survival Plan diagnostic, which is available free to Cheshire based businesses for a limited period, can be obtained by emailing info@guilfordconsulting.co.uk .

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Notes to editors

About Guilford Consulting

Guilford Consulting provides advice and support to businesses at each stage of their development from start-up, through to growth and maturity and with succession planning (www.guilfordconsulting.co.uk).

Noel Guilford founded Guilford Consulting in 2002 after a 25 year career in Accountancy and Corporate Finance with a large international accounting firm. He has been chairman of an AiM listed public company and is currently National Chairman of The Forum of Private Business. He has written, and regularly presents at conferences, on the issues effecting small businesses particularly on matters relating to growth and achieving a successful exit.

Noel Guilford can also provide journalists with comment on general and localised small business issues.

Media contact

Noel Guilford

Tel: 01244 660866

Mobile: 07768 350762

Email: noel@guilfordconsulting.co.uk

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