

## **ORIGINAL**

### **Four Ways To Keep Costs Low In An SME**

How to reduce short-term spending  
and pursue long-term success at the same time

As the Southeast Asian market expands and matures, business opportunities in the region will experience a period of sustained growth. Data from the Singapore Economic Board (SEB) supports this finding, demonstrating that the number of new businesses emerging in the Southeast Asian region has grown year-on-year, suggesting that people around the region are aware of this trend and are beginning to kick-start new businesses in the region. Coupled with the plethora of funding available to support the spirit of entrepreneurship in the region, this is indeed the time to launch a new business in Southeast Asia.

Despite the possible influx of investment, keeping costs lean is still a primary objective for small and medium-sized enterprises (SMEs) looking to sustain operations in a competitive business landscape like ours. How can employers and business owners manufacture success, while skilfully keeping costs low at the same time? Here are four ways to reduce short-term spending when pursuing long-term success.

#### **1. Hire Smart**

In other words, find the right talent for the right job. This keeps costs low as it reduces unnecessary spending – be it man-hours spent training the wrong person or undertaking a second expensive recruitment drive to replace a miscalculated hire.

It's all about finding the right personality type for the position available to ensure that both employer and employee stand to benefit from the partnership. One way to do this would be to integrate psychological or psychometric evaluations during the interview process to take a peek into the candidate's psyche. There is no one-size-fits-all solution, meaning that a candidate that does not suit the requirements for a particular role could be an excellent fit for future expansion in another team.

## **2. Establishing Relationships With Partners**

There is a multitude of advantages from forging strong relationships with business partners. Not only does this result in smoother business dealings and discussions, it also creates opportunities for mutually beneficial agreements to be made with ease. However, as per all other personal relationships, strong bonds can only be built on a foundation of honesty and trust. It is crucial for business partners to remain transparent with each other in order to be able to build a strong foundation, which could lead to greater sustained success for both parties.

## **3. Separate The Wheat From The Chaff**

This is especially crucial for SMEs, given the often-limited resources available on hand. In other words, employers should identify underperformers in a team and repurpose them to better live up to their potential and contribute to the organisation in more effective ways. By identifying and reassigning people early, the organisation saves costs from lost opportunities and reaps greater rewards from the same pool of employees. Furthermore, this approach improves team morale and staff welfare ratings, leading to a happier, more productive team in the long run.

## **4. Future-proving Your Organisation**

As with all businesses, there are definitely risks involved in every business venture. To better focus on developing and strengthening your business, having your public property, personal accident and public liability taken care of frees up more time for you to channel more energy into building your business, with all of these worries covered and taken care of. The Tokio Marine Business Suite provides a wide range of packages tailored to the different industries and business types to best suit your needs, at affordable prices. With four different packages to choose from, with the flexibility to select different sums insured, or limited cover to best cater to your business' needs, the TM Business Suite enables you to have a peace of mind at affordable rates, securing and future-proving your business against unforeseen circumstances which could incur extremely high costs. Alternatively, consider TM FIVE Plus for SMEs and new start-ups with a minimum of 3 employees.

With the spirit of entrepreneurship thick around us, here's to a year of taking a leap of faith and opportunities. Cheers.

This article was originally published [here](#).

## **REWRITE**

### **Simple Tips to Keep Costs Low in an SME**

*Formula to Reduce Short-Term Spending and Pursue Long-Term Success Finally Revealed*

Latest studies and market research indicates that Southeast Asian Markets are expanding and business opportunities in the region are on the rise. As per the data collected from the Singapore Economic Board (SEB), there is a steady increase in the number of new businesses emerging in this region which suggests that people living in this region are quite familiar with this health trend and they do not miss a chance to kick-start a new business in the region. The easy availability of business loans and funds is another important factor that adds to the spirit of entrepreneurship in the Southeast Asian Markets.

Despite these attractions and benefits, it is very important for the SMEs (Small and Medium-sized Enterprises) to keep the costs low in order to sustain operations. This is the only way the new businesses will be able to survive and grow in this region. But, how to keep the costs low and still manage to pursue long-term goals? Well, here are the four ways that businesses can keep a tap on their short-term costs and still pursue long-term goals.

#### **1. Hire Smartly**

Hiring smartly does not mean that you should start looking for smart people/staff/employees. It refers to hiring the right person for the right job at the right time. This practice can keep the costs low; this is because you will not be required to provide extensive training to the wrong person, you will also be able to save time and money by not going through the process of expensive recruitment all over again. The best way to go about finding the right candidate for the right job is to include the psychological and psychometric evaluations in the recruitment process. This can help you take a closer look at the candidate's psyche and mental health. You need to keep in mind that there is no one-size-fits-all solution, a candidate who is not the most suitable person for a particular task can be a perfect fit for another.

#### **2. Establish Good Relationships With Partners**

You should always try to treat your business partners with dignity and respect; there are a number of advantages that you can gain from forging strong bonds with your business partners. You will not only be able to take your current business to newer levels, you will also be able to open up new windows of opportunities with your trusted business partners.

Honesty and trust are the two most important things to keep in mind while grooming your relationship with a business partner. It is only when both of you are able to remain transparent and honest with each other, that you will be able to benefit from each other and take your business to the new heights.

### **3. Separate The Wheat from the Chaff**

Most of the SMEs are often faced with limited resources; therefore, it is very important for them to separate the wheat from the chaff. This means that they have to identify the underperformers in their team and try to re-adjust them in order to take full advantage of their true potential, this way they will be able to be more effective for the organization. This way the SMEs can save costs from lost opportunities and gain maximum advantage from the same pool of employees. This approach can result in improving the morale and welfare ratings of the staff ensuring more productive team in the longer run.

### **4. Future-proving the Organization**

No business is without risks, if somehow you are able to minimize these risks, you can strengthen and expand your business easily. The best way to do is to take care of your public liability and personal accidental liability, this will free up more time and resources which you can utilize to strengthen and expand your business. You can rely on Tokio Marine Business Suite to take care of all your business worries and liabilities. Tokio Marine Business Suite offers a wide range of packages designed as per your business needs and your budget. There are different types of packages you can choose from like:

- TM Business Suite
- TM Five Plus for SMEs

Keep all these points in mind while taking a plunge into starting up a new SME business or expanding an existing one.