

WELCOME TO THE 2019 ARUBA CHAMBER BUSINESS EVENT

How to thrive your business in a changing economy



How to thrive your business in a changing economy

LOCAL KEYNOTE SPEAKER



KAMER VAN KOOPHANDEL
EN NIJVERHEID ARUBA

Mr. Frans Ponson

Why are we here tonight?

Selling of any product

People don't buy because of logic

Emotions



Selling of any product

People don't buy because of logic

Emotions

We justify with logic



Selling of any product

People buy stories





ARUBA'S MIRACLE CACTUS

“ I have always suffered from X, thanks to my weekly intake of the Miracle Cactus' fruit, I now feel hydrated, rejuvenated, and even my beauty therapist has asked what I am doing to make my skin look so good ”

-Melissa Carter



RICH IN
ANTIOXIDANT

ARUBA'S

Miracle Cactus

- Strenghtens your immune system
- Loaded with fiber
- May help fight chronic diseases
- Good source of Magnesium

Keeping Your
Business
Alive

Who is your biggest competitor

Keeping Your
Business
Alive

Cellphone is also your biggest opportunity



Keeping your
Business
Alive

Who is your biggest
competitor

Focus on Innovation

Keeping Your
Business
Alive

Focus on Innovation

- Improvement
- Google
- Be curious and gather more information
- Good ideas can come from customers
- New ideas

Focus on Innovation

Keeping Your
Business
Alive



Keeping Your
Business
Alive

Who is your biggest
competitor

Focus on Innovation

Differentiate yourself

Keeping Your
Business
Alive

Differentiate yourself

- Product differentiation
- Customer service
- Helps in non price competition



Keeping Your Business Alive

Who is your biggest competitor

Focus on Innovation

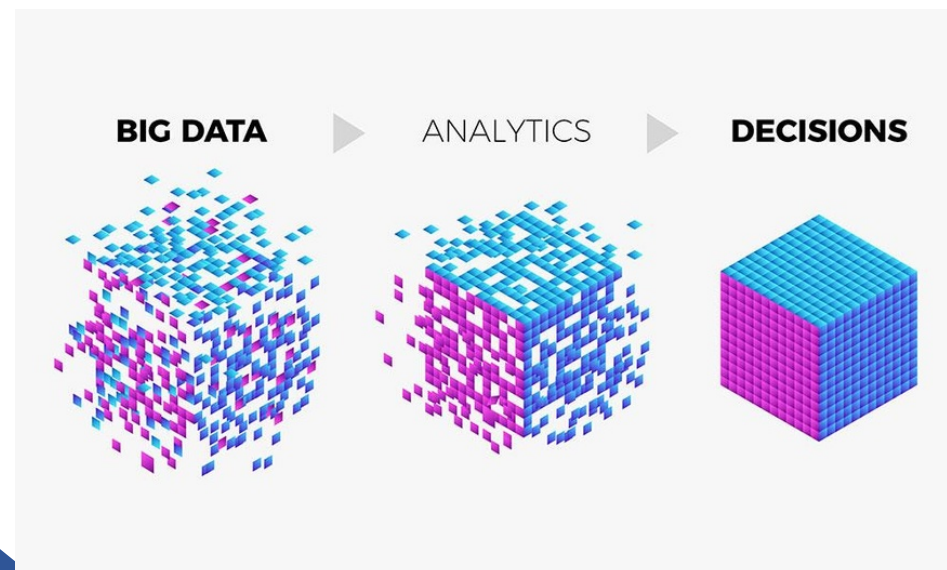
Differentiate yourself

Business Management Software

Business Management Software

Keeping Your
Business
Alive

- Customer loyalty
- Managing orders
- Reduction of costs
- Information
- Decisions



Electrical Store

Pros: Very personal service

Cons: Behind counter service



More Assortment

Pros: Very personal service

Cons: Not a female appealing store



Broader Clientele

Pros: Personal Service

Pros: More Female Appeal

Cons: Larger overhead HR, Accounting

Cons: Significant Increase Personnel Exp



Much Broader Clientele

Pros: Offering all under one roof shopping

Pros: More female Appeal

Cons: Financing of the construction

Cons: Significant Increase Personnel Exp



Wall Mart Concept

Pros: Sharp focus on Pricing
Pros: Groceries / increase transactions

Cons: Larger overhead
Cons: Losing the personal att



Set Goals

Set Goals

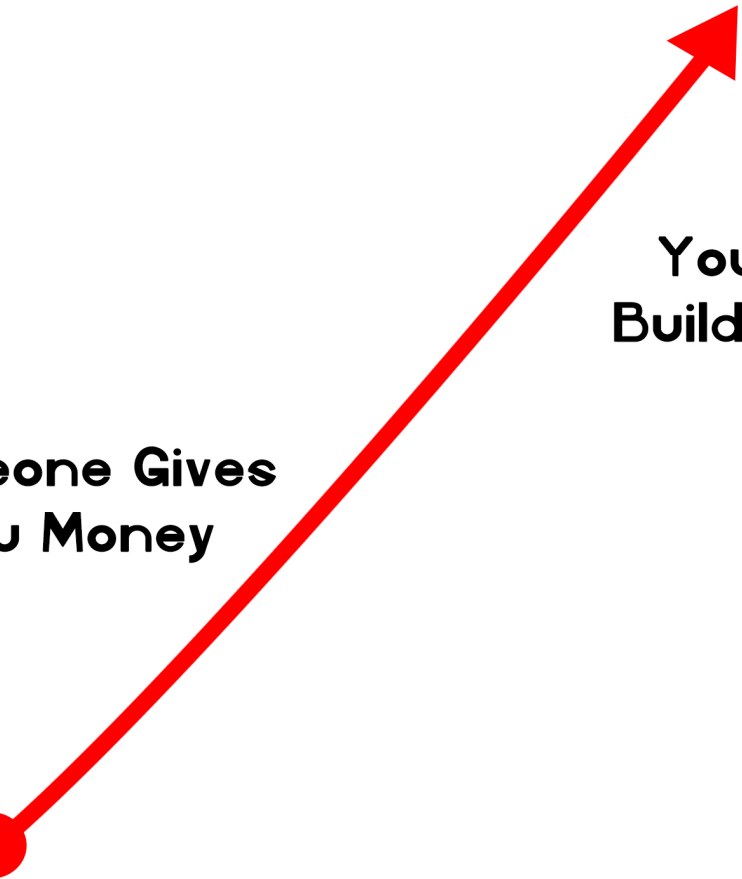


**Overnight
Success**

**You
Build It**

**Someone Gives
You Money**

**Big
Idea!**



**WHAT PEOPLE THINK
IT LOOKS LIKE...**

**Seemed Like
Overnight Success
To Everyone
Not Involved**

**Fail
A Lot**

**Life
Happens**

**Work
Really
Hard**

**Get Lots
Of Help**

**You
Start!**



**Be
Insecure
A Lot**

**WHAT IT REALLY
LOOKS LIKE...**

“A company without innovation
is
like a pen without ink”