

Telecoms tips to exit recession

By [Daniel Nel](#)

12 Apr 2010

Consumers' buying stimulates retail and this means that consumers need to have more free cash, which is currently not the case. The retail industry, despite being expected to experience high demand during the World Cup, is still suffering though South Africa technically exited the recession near the end of 2009.

Add to this the business challenges that the retail sector currently faces such as shrinkage and theft and increasing cost structures, it has a way to go before it sees a light at the end of the proverbial tunnel.

Against this retail landscape, competitiveness is key to retailers' survival. Retailers can make use of seven top telecoms advice tips to help gain and maintain competitiveness in the current recessionary environment:

- Understand costs base and know what the drivers are for an increase in spend
- Centralise all telecoms operations, management and procurement
- Optimise supplier contracts - align discount structures
- Standardise telecoms systems, management, processes
- Implement and monitor policies for compliance
- Management information and control - measure, adjust and report
- Strict financial management and control.

ABOUT THE AUTHOR

Daniel Nel is CEO of Nebula, a specialised and 100% independent service provider. Nebula aims to provide accurate, unbiased and verified information to its clients, who represent the top 300 companies in South Africa, across vertical markets including retail, petrochemical, banking, insurance, manufacturing, media and medical. For more information go to www.nebula.co.za.

For more, visit: <https://www.bizcommunity.com>