

THE ECONOMY

Small business hardest hit by harsh economy

Small businesses suffer the effects of a harsh economy more than others, according to the Small Business Administration.

To survive, small businesses must actively address the challenges of bad times and not just try to hold on until things improve, says Cher Murphy, president of Cher Murphy PR LLC, a public relations agency with offices in Virginia and Miami.

"It's not enough to simply hang a sign that you are in business and sit back and wait for the masses to come through the door," she says.

Small businesses can take a number of steps to survive.

They can look for ways to cut some of their costs, including their energy use. They also should focus only on profitable enterprises. And they should not allow clients to fall behind in payments.

In addition, a positive attitude is important as businesses go through a difficult economic period.

■ LISA BROAD

