



PHOTOGRAPHY | PUBLIC RELATIONS | IMAGE CONSULTING

LOUISE GILL

THE CHIEF

404.910.3588

LOUISE@LUVSICKMEDIA.COM

## THRIVING IN SMALL BUSINESS DURING A RECESSION

ATLANTA, GA – Aug. 25, 2008 - While the cost of living increases and job security is uncertain, two family entrepreneurs insist now is a great time to invest in a small business.

“There are no guarantees of employment,” Tanisha Payton, Co-Owner of Showers Party Supply, said. “This recession caught many people by surprise so we have to protect our own interests and continue to push for the success of our company.”

Started on a shoestring budget two years ago, Showers Party Supply was created by two cousins from California. They started the company to sell top-quality products for two major events; baby showers and bachelorette parties.

Louise Gill, Co-Owner, has a few words of wisdom for businesses starting out during these financially stressed times, “Be clear on your company’s goals,” Gill said. “You need to lay out what you want to achieve and the necessary steps to reach those goals to help minimize the trial-and-error period.”

“Be realistic about what you want and what you have to offer,” Payton added. “If you are low on money, you may want to focus on a business that has low overhead and does not need a big infusion of startup funds.”

According to Entrepreneur.com, small, startup businesses have greater agility during hard economic times and can quickly cut costs or adjust tactics. The owners of Showers Party Supply see the validity of those claims.

(more)

# lowsickmedia

PHOTOGRAPHY | PUBLIC RELATIONS | IMAGE CONSULTING

LOUISE GILL

THE CHIEF

404.910.3588

LOUISE@LUVSICKMEDIA.COM

“We are redirecting our efforts from manufacturing products and putting time and money into marketing,” Gill said. “At this time it is more important to get the word out about our company and develop an interactive community rather than expanding our merchandise.”

The duo is currently developing their online magazine and social network for brides and expectant mothers.

###