



PRESS RELEASE

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Recession Bites But Kapiti Still A Good Place to Do Business

The Kapiti Chamber of Commerce is concerned at any redundancies in the area, especially just before Christmas, but won't comment on specific events, such as the changes to the Car Haulways operation at Paekakariki, says Deputy Chair Mark Ternent.

He says, "The fact is that we are in challenging economic times and this is flowing through to the economy in general and some areas in particular, notably real estate and construction in Kapiti. There has been fallout and there will be more to come. There's no point pretending otherwise".

"But the economy always goes through ups and downs and we've got to keep our eyes firmly on the ball – running our businesses as well as we can." He adds "and this applies to everyone who works in the business."

"Now more than ever is the time to focus on the business fundamentals; producing quality goods or services that people want to buy, serving your customers interests, creating a work place where good people will want to spend their days, communicating your niche effectively through your marketing, improving your productivity and working smarter, and keeping your eyes on changes in your market and the internal indicators of your business's efficiency and health. Challenge always brings opportunities, so start looking for them now if you aren't already."

Mr Ternent also adds "Kapiti is still a good place to do business. We have a good workforce, enterprising people, a great place for them to live, and a bright future. For example the Airport development will bring jobs and money into the local economy and help to ease the burden on residential rate payers. The Western Link Road, rail upgrade, tax cuts, petrol and interest rate reductions and the likely bringing forward of Government infrastructure investment will all combine to have a positive effect as well, especially in the second half of 2009."