

MBE CAN HELP YOUR COMPANY GROW

As an industry in the commercial market, the concept of trading inventory, business to business, without the use of cash, has skyrocketed. Owners of medium to small businesses are catching on quickly to the benefits of the cashless market and are taking part in the trade.

Barter has become such a popular concept because it is a clear way to hold onto your cash while being able to purchase everyday items and accomplish everyday tasks by using credits earned within the company. Trading products or services with other barter members, within a company, attains these credits.

All types of services and products are available, especially with an enormous increase in the barter market over the past years. Companies available throughout the country offer such business-oriented items and services as web design, advertising and printing. Goods are also available for personal life including construction, medical and car repair. Businesses offering leisurely activities including golf courses, vacations or restaurants can also be utilized.

Advertising and publicity are other enormous factors when seeking the benefits of barter. For example, one nationwide barter company, Merchants Barter Exchange, works with brokers who send out emails each day and faxes once a week advertising one member. This allows members to see what is available and also gives each barter client pinpointed recognition. The exposure is given at no cost. Any business owner knows, on a regular basis, they will spend thousands to have their name heard by potential customers. With barter it's done for free.

Small businesses enjoy being a part of barter companies because it helps them keep pace with larger competitors. With thousands of businesses trading on a regular basis, the chance of one barter member picking up from another is much more likely than the initial member choosing to use a non-barter customer and paying cash. This sends business from the larger companies, who do not belong to the group, to the barter members, creating a new set of clientele for the smaller business.

Becoming increasingly popular, the industry is looking forward to continued growth throughout the next year. Barter is now recognized as a business tool every company of every size should consider using to increase market share.