


NEXTSTEP

Small Business Magazine



Tackling The Strong & Weak Points

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While growing up, I have always heard people say “Work on your weaknesses, vmaximize on your strengths.” Pretty much, you should work and maximize on both. In order to address your weaknesses and strengths appropriately, a self-audit must be done. Why is this important? Most people have not even started to think about their strong and weak points and while some may know, they have not spent enough time to be very clear on the necessary actions that may be required.

As an entrepreneur, it is critical that you are very aware of your strengths and weaknesses. This will assist in positioning you for personal and business success. We all know that many persons weaknesses are hidden but the fact is that is not the right approach. While you are not required to scream these drawbacks to the globe, you should be honest with yourself and seek to get help in improving.

Your Strengths

This may be a given because most focus is here. Being confident, an excellent speaker, great negotiator and an excellent marketer are just some of the many strengths that can be found in entrepreneurs. Whatever strength you possess, use them wisely to differentiate yourself and your business.

- Create a unique value proposition

- Develop a marked difference in the way you drive awareness about your brand(s)

- Spend time to continuously improve the quality your offer (goods and/or services)

- Attract your clients or customers in unique ways and continuously derive ways to maintain their interests

The above points are applications and in doing so, simultaneously you will be maximizing your potential and abilities and the growth of the business.

Your Weaknesses

Your weakness could be easily compared to your fears. There is always a bit of hesitation in confronting, accepting and working on them but unless you do so, they will always remain as your weaknesses. A very optimistic approach is to see these weak points as opportunities and not drawbacks.

- Be honest with yourself

- Recognise and accept that no one is perfect including you

- Speak with someone confidential and experienced if you need help

- Find ways that work for you to continuously improve - soon you will be making applications with your strengths.

Note that neither the applications of your strengths or steps to address and improve your weaknesses are exhaustive.

FirstRock Private Equity Limited (FRPE)

LONG-TERM SUSTAINABLE GROWTH AND VALUE

FirstRock Private Equity Limited (FRPE) is a private equity investment holding company incorporated in Barbados.

KNOW MORE PORTFOLIO

INVESTMENT STRATEGY

Partner with entrepreneurs who have demonstrated proven management, leadership ability, and integrity. Targets must have a defensible competitive advantage. Hands-on, disciplined active management approach with a focus on capital appreciation.

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FirstRock Private Equity

FirstRock Private Equity Limited (FRPE) is a private equity investment holding company incorporated in Barbados that focuses on providing smart capital to SMEs across the Caribbean and Latin America utilizing an active management approach.

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Our Core Values

Partnering With Our Stakeholders

- Respect
- Integrity
- Performance
- Accountability

FirstRock Private Equity

Partner With Entrepreneurs Who Have Demonstrated Proven Management.

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Management Strategy



Financial Strategy
Each portfolio company will be provided with a comprehensive financial strategy identifying long-term goals and objectives including viable exit strategies.

Partnership Strategy
A partnership will be established with each portfolio company through buy-in and shared vision.

Resource Allocation
Each portfolio company will be assigned a dedicated team of at least 2 people from FRPE and will also be provided with access to services that would include but not limited to Accounting, Legal and Auditing Services.

Networking Strategy
Introduction to new C-level executives for board/management positions, lenders, consultants, investment bankers and potential customers.

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About

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FirstRock

PRIVATE EQUITY

Colours



Our Work

First Rock Private Equity

keywords
Respect
Integrity
Performance
Accountability

Description
First Rock Private Equity Limited (FRPE) is a Private equity investment holding Company.

Spotlight



Jamaica Reach to Recovery

Jamaica Reach to Recovery, founded in 1977 is a breast cancer organization of volunteers whose sole purpose is to provide educational, psychological, emotional and financial support for Breast Cancer patients. In 2000 the group became aware of the financial challenges some of our members were facing in accessing life saving tests and treatments. In response to this need, in October 2000 we staged our first run which was named in honour of our founder Dr Denise Thwaites. This year we will be staging the 20th renewal of our fundraising event now named the ICWI/Jamaica Reach to Recovery Pink Run on October 30, 2022 at the Hope Gardens. The proceeds from this event will be used to assist Breast Cancer survivors to access lifesaving tests and treatments. In Jamaica we see an alarming number of Jamaican women being diagnosed annually and the need for financial support has increased significantly.

We are delighted to resume our partnership with ICWI as our Title sponsor, having had a 2 year interruption due to the COVID pandemic. ICWI is a perfect partner due to the fact that as a corporate body they have always demonstrated a special interest in women through their Road Angel Policy.

Everyone is invited to come out and participate in the ICWI/Jamaica Reach to Recovery Pink Run on October 30, 2022. Every participant is a partner in this journey, and every step counts towards helping Jamaica Reach to Recovery carry out life-saving Breast Cancer initiatives.

Registration can be done online at www.pinkrunjm.com.

Customer Review

My experience at Next Step Digital Solutions is nothing less world class. The attention to details and customization to my website was all I needed. I was able to relax and NSDS took care of everything for me and delivered on time.

Thank you Mohan and your team for a world class service.

-Julian Hylton



Julian Hylton

Futureventsja

*“Build up your
weakness until
they be your
strong points.”*

-Knute Rockne

Quote

SME
MarketPlace

*Stay tuned
Official Lanch
Coming Soon*

OCT.30.2022

Save the Date

Registration closes Wednesday, October 26, 2022

ICW! PINK
RUN
Reach
Recovery 2



Theme:
**FAMILY FUN RUN
COLOR EDITION**

Location: Hope Botanical Gardens
www.pinkrunjm.com

Call (876) 978-0375 or
(876) 517-0312 for more info.

#AD