

3 Reasons Why Your Small Business or Startup Cant Afford not to Leverage the Power of Outsourcing to Freelancers Online

It's easy to dismiss outsourcing as a fad, especially when there is plenty of homegrown talent around. In many cases, this is the best option for the company and the small business owner. But in today's current economic climate many business owners simply cannot afford not to at least consider outsourcing. Outsourcing does not have to be limited to outsourcing one's information technology requirements. There is a growing industry out there that is hungry and skilled just waiting to help you with your business. With so many people actually wanting you to succeed, it's no wonder that so many small business owners and companies alike are turning to outsourcing. Here are 3 more reasons why businesses cannot afford not to outsource.

1. A recent research study found forty three percent of companies surveyed said that they outsourced their information technology functions and they saw a marked improvement in the functioning of their business after they did so. While the IT aspects of a business are not everything to a company it is clear that nowadays they are increasingly playing a bigger part of the functioning of a business. With so many companies employing IT freelancers, almost half at this point, can your business afford not to outsource as well?
2. It has also been revealed that 36 per cent of companies and businesses have outsourced their supply chain management. Which means they have an outsourced team or company implementing everything from the selling from a product's inception to its final delivery. If companies like Apple, Microsoft and Nike can do it why shouldn't you? The great news is that you don't need to be the same size as them to take advantages of the benefits of outsourcing. How could outsourcing stream line the delivery of your company's products?
3. Furthermore 31 per cent said that they were outsourcing their training requirements and had found that their training was much more effectively done. How much better could your training get if you outsourced it?

The question remains why would so many companies and businesses decide to outsource certain parts of their business. It could be argued that they do so in order to better deliver and go about their core business. By employing freelancers a small business owner may have more free time to develop products that would really have an impact on their markets. And that is perhaps the strongest reason why business cannot afford not to outsource.

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