



Wednesday, April 22nd
MAKE SMART CHOICES
7:10 AM Smile Jamaica TVJ

In this segment, Imani Duncan, Manager, Marketing & Corporate Solutions, JMMB, acknowledges the challenging situation that faces Jamaica and the importance of Making Smart Choices in National Budgeting too.

QUICK RECAP:

PRACTICALLY ASSESS YOUR CURRENT POSITION

Example:

- **Wage Freeze:** Why is this smart choice and what would the implication be if such a difficult choice was not made.
- **Tax on Petrol:**

As individuals and members of the Private Sector regardless of political affiliation we should support the Government and make smart choices for our lives – what can we do?

- As individuals: Be committed to spending less, budgeting and saving as much as we can. Explore car pooling, continue to shop at the wholesale, start you back yard garden, have a games night at home with friends as opposed to a night out on the town.
- As members of the Private Sector we can negotiate for a group rate for Car insurance, maybe expand closed user groups for calling plans to include family members of employees, etc.

- As members of the financial sector we can choose to ‘voluntarily restructure the debt’ – let the government know that we are willing to push back payment (not less overall value) in the event that critical unexpected events occur during the course of the financial year.
- Lastly and by no means least – we can choose to be Possibility Thinkers for 2009 – solution oriented, positive, creative and inventive. One of our most popular Jamaican sayings is “*Tun you han make fashion*” – its time for us to do that.

HOW TO START:

SPEND LESS:

- Identify needs versus wants, and then set your priorities.
- If you evaluate you are spending each month – there is the likely chance that you will find a few unnecessary expenses – no matter how little you make.
 1. Try to fill up your tank at one go rather than making multiple trips to the service station
 2. Car pool with friends and family members
 3. Turn off and unplug appliances that are not in use
 4. Replace incandescent bulbs with florescent bulbs
 5. Shop in your closet – learn to mix and match
 6. Shop at the Wholesale & Coronation Market
 7. Start a back yard garden
- Make a budget and stick to it!

GIVE US YOUR FEEDBACK

Please email us at smart@jmmb.com to let us know how it’s going or to provide any other feedback. Our commitment to you is to provide practical and useful ideas in our JMMB ‘Make Smart Choices’ Segment.