



Business ideas that are spinning recession on its head

When going out becomes an expensive affair in countries like the UK, businesses that can bring good times to your doorstep are booming. Cash-stripped fun is the preferred mode for those who want to have a good time but don't want to bust their bank.

DVD rentals

You can choose from a vast catalogue of movies, any genre you want and relax on your sofa with a bag of home-made popcorn and a fizzy. You don't even have to step out to collect and drop off your DVD. Movie experiences without the expense and hassle are definitely the in thing.

Take aways and Home deliveries

Gone are the times when takeaways were for days you didn't want to cook or relax at a restaurant sipping a glass of wine. They have become sources of instant gratification. It's cool to indulge without the price tag. It's hip to explore a range of options from Thai, Moroccan, Mexican, Ethiopian, vegetarian, Japanese – far from the usual Chinese, Indian and pizzas. If you want to entertain, just gather around your guests around your dinner table and serve delicious home delivered food.

Dating sites

What if you are new to town or are looking for company? Just log on to dating websites and get some company straightaway. Not only virtual, you can find someone to date locally. Your dating options range from sharing a laugh, speed dating to serious relationships with exotic ethnic matches, all just a click away.

House swaps

Don't have the cash to go on an expensive holiday? Never mind, swap your house with someone in another country. Several websites are providing this opportunity to enjoy someone else's lifestyle in a different part of the world. All you need to offer is your own home and your lifestyle for a few days.



Online shopping

Why burn fuel, pay parking fee and waste time maneuvering through traffic when you can enjoy all the glitz and glamour of shopping at the click of the mouse. Scan every dress at your own pace. You can even get your friends to comment on the cut and style. Virtual eye candies give consumers the same joy as real life shopping with a big benefit – you can fill up your shopping cart to your heart's content and then cut through the clutter before you pay. Always a welcome indulgence in your overflowing mailbox!

Hobby classes

Whether baking a chocolate cake gives you a sense of purpose or hand-crafting greeting cards make you strut like Picasso, feel-good factor can now be achieved right in your neighbourhood. Salsa lessons, sowing classes and bridge clubs are not only a social opportunity, they are low cost entertainment with benefits. Plus baking your spouse a Death by Chocolate cake on her birthday would earn you far more brownie points without burning the wallet.

Gardening and DIY

Candied fruit, pickled vegetables, apple and pear cider, chilli paste, jams and jellies are fast becoming posh presents for friends and neighbours. You can stick your own label and present with pride since you have made these yourself with fruits and vegetables grown in your very own garden. Space-saving gardening ideas, potatoes and tomatoes in a grow bag and green houses made in minutes are a green trend to add colour in an otherwise gloomy economic climate.

Evidently, you don't need to toil with complex business plans if you focus on the simple principle of money-saving fun and leisure ideas. Recession or boom, the psychology of pleasure-seeking remains unchanged. What's your idea of recession-proof entrepreneurship, do write to us?

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