



Helping Businesses Grow & Succeed



Guide to BUSINESS RESILIENCY IN TIMES OF DISASTER



Cash Management



Pricing and Cost Containment



Supply Chain Management



Marketing



Cash Management

- Prioritize who to pay first.
- Have conversations with vendors to ask for longer payment terms or partial payment.
- Have financial records in one, easily accessible place and review them daily.
- Review financial information and forecast cash needed to operate the business. Know your financial data well. Don't rely on your CPA to tell you how the business is going.
- Address problem areas where costs are out of line.
- Regularly review customer accounts and have solid credit policies in place.
- Place slow pay customers on COD or pre-payment.
- Require cash payment at time of sale.
- Talk to lenders about renegotiating existing loan terms and interest-only payments for a while.
- Keep payment promises (Don't make promises you can't keep).
- Work with federal and state government agencies about payment of past due and coming due taxes.
- Don't ignore collection letters from federal and state government agencies. They can freeze your bank accounts, cutting off access to cash.
- Have a line of credit in place, review it annually and adjust as needed.
- Sell unproductive assets now. Don't wait until a crisis.
- Consider business credit cards, but understand the risk.



- While no one enjoys laying people off, have a plan to reduce labor if needed. Check with the Florida Department of Economic Opportunity about unemployment programs available to business owners in distressing economic times.
- Reduce embezzlement opportunities by limiting check signing to the owner or requiring two check signers. Examine payroll records for accuracy and reconcile bank statements and credit card registers daily.



Price & Cost Containment

- Reduce unnecessary expenses like travel, entertainment and other areas that do not contribute to revenue generation.
- Review pricing and value. Don't cut prices in panic mode.
- Review personnel requirements. Are vacant positions really needed? Can duties of vacant positions be divided among other employees or performed by part-time workers or temporary workers? A lean workforce before a crisis, will help you survive.
- Discuss rent reduction with your landlord.
- Eliminate discounts and giveaways.
- Consider renting unused space to other business owners.
- Negotiate discounts with vendors/suppliers, when possible. Remember, trying times impact them too. They may be willing to offer short-term discounts they otherwise wouldn't.

Contact the Florida SBDC at IRSC for assistance with any of the items in this guide. Our team stands ready to help your business prepare for this year's hurricane season and recover from the impacts of the coronavirus (COVID-19).

 [FloridaSBDC.org](https://www.floridasbdc.org)



Supply Chain Management

- Review inventory levels regularly. Conduct inventory at least monthly.
- Consider adding items with faster turn times.
- If your POS system has an inventory management feature, enter products as they come in. Your POS system will provide daily inventory information.
- Look for vendors/suppliers that provide a just-in-time option for ordering products.
- Eliminate slow sellers when reordering and liquidate products that have been in inventory beyond 90 days.
- Stay engaged with your vendors/suppliers. Don't wait until a crisis.
- Assess operations and capacity. Adjust as needed.



Marketing

- Identify key target customers and consider a “niche focus.”
- Reassess your marketing strategy.
- Consider redistribution of marketing expenditures.
- Communicate regularly with customers to keep relationships:
 - Customer support, business hours, services, special order needs, promotions*
- Strengthen digital communications and online presence:
 - Use multi-channels to reach your audience: social media, email, website, text, etc.*
 - Develop/update online profiles*
 - Update your website*
- Use Technology to expand services:
 - Facebook Live, video, e-commerce sites, payment and services apps, video conferencing, chat box, networking, etc.*
- Watch for new trends and look for opportunities to provide solutions.

The Florida SBDC Network is a statewide partnership program nationally accredited by the Association of America’s SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network’s headquarters. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for individuals with limited English proficiency.



About the Florida SBDC at IRSC

The Florida SBDC at Indian River State College (IRSC) is your source for the tools, resources, and expertise to help your business grow and succeed.

A member of the Florida SBDC Network, state designated as Florida’s principal provider of small business assistance [§ 288.001, Fla. Stat.], the Florida SBDC at IRSC offers confidential, one-on-one consulting, training, and data to help aspring and existing businesses design growth strategies and make better business decisions to realize their goals and growth. Best of all -- our services are offered at little-to-no cost thanks to the support of our funding partners.

Sadly, research shows that 40% of businesses don’t reopen after a major disaster. Don’t let your business become a statistic. The Florida SBDC at IRSC can help you develop a disaster preparedness plan and, in the event a disaster occurs, we’re here to help you access the capital and resources you need to recover and reopen.

Contact the Florida SBDC at IRSC for more information:

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