

# WHAT'S NEXT FOR YOUR BUSINESS?

**Control the Controllable:** You can't manage the time or severity of the coronavirus, but you can manage how to take stock of your business using these guidelines



## 3 KEY DATA POINTS FOR BUSINESS

### WHAT ARE YOUR CURRENT RESERVES IN CASH AND CAPITAL?

- Determines how long you can pay the bills
- How much capital you have to borrow against

### WHAT IS YOUR CURRENT SPENDING?

- What is your bare minimum required spending
- What are your current debts/obligations

### HOW LONG IS YOUR BUSINESS VIABLE?

- Determine how many weeks your cash will allow you to operate
  - Divide the cash by the spending per week  
*EX: \$15,000 / \$4,500 = 3 weeks of cash to fund operations*
- Determine how much borrowing will allow you to operate
  - Divide capital by your spending per week  
*EX: \$175,000 / \$4,500 = 39 weeks of operation*

**MAKE DECISIONS ABOUT STAFFING, SPENDING, AND BORROWING TO GIVE YOU ADVANCE WARNING OF HOW MUCH YOUR BUSINESS IS AT RISK**

## STAFFING

**Monitor the time until you can continue operations:**

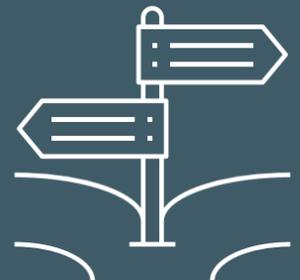
- Look near term (60 days) and long term (120 days)
- Support for workers on layoff through enhanced unemployment benefits
- Focus on retention efforts to keep existing employees

## SPENDING

**Closely follow the rollout of government stimulus package**

- What assistance is available
- Determine what & how much relief you might get

Make the hard decisions early - minimize expenses to improve your business viability



## BORROWING

**Contact your lenders in advance**

- Discuss your current situation
- Consider loan deferment or a renegotiation of terms

## ADVICE FROM THE EXPERTS

- Remain flexible! No one knows for sure the extent or severity of the situation.
- Acknowledge the Government's response. Evaluate the trade-off between loss of life and loss of a future economy
- If there is a potential 2nd round of the virus, consider the ramifications of having to create another 9-month plan