



BUSINESS CONTINUITY WORKSHOP

This workshop is 3.5 hours with the Business owner and 2 BM Accounting advisors.

1. OVERHEAD ANALYSIS

Detailed analysis of overheads and wage costs followed by prioritising activity to understand which overheads are critical to business success and the order in which non-essential overheads can be scaled back as required. The client will receive an overhead-cutting prioritisation tool that they can revisit and reuse going forward.

2. CUSTOMER ANALYSIS

Analyse general customer base and the top 30 customers to understand the impact of COVID-19 on customer's business. We will ascertain the level of revenue expected from the top 30 clients and if applicable discuss with the Business owner who the ideal client is, or where to focus scarce resources that have resulted in cuts from above. The client will receive a summary of these details.

3. SALES ACTIVITY

Determine the level of activity required to achieve Sales goals. Activity includes, but isn't limited to lead generation, lead conversion, quoting, tendering and RFP's required before delivering the good or service to a Customer, as well as the actual delivery of the good or service to the customer. We will also test whether more activity needs to be undertaken to achieve the sales goal in a post-COVID economy. A high-level activity tool will be provided to the client

4. BREAK-EVEN ANALYSIS

Combining all of the work undertaken already we will do both a profit and cash breakeven analysis to understand whether the business has a viable financial model moving forward, or whether we need to revisit some of the previous topics to identify additional changes might be needed. This includes producing a high-level cash summary and break-even analysis tool that is automatically populated by the work done in the previous topics (Overhead analysis and Sales Activity). The client will receive this document.

This training is designed for businesses that have been significantly impacted by COVID-19 and need help to understand the immediate changes and strategies to ensure that the business remains viable moving forward.

Upon completion of this workshop, the Business Owner will take home several resources and an action plan for which levers they can pull for their business to remain viable at the various stages of the COVID-19 recovery. They will also have learned prioritisation frameworks and an activity-based sales strategy which they will be able to adapt and reuse in the future.