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# **The “AFTER COVID19” PLAN**

## **Your Restart and Reorganization Plan**

### **Step 1: Assessment of your current situation**

- Revise your “After COVID19” Budget/Forecast**
- Determine Financial needs**
- Do a SWOT Analysis to help you focus on your current situation**
- Prepare a Business Plan to jump-start your business again**

### **Step 2: Prepare a Business Plan (like you would be starting-out New)**

- Plan your needs of finance and employees (including current and new hires)**
- Decide on your Sales strategy (Advertising/Incentives/Social Media)**
- Meet with your Financial Institution and get their “buy-in” of your Plan**

### **Step 3: Start new with a realistic Plan and solid Financing**

- Remember that your customer is NUMBER ONE**
- Never forget the people who stood with you during this difficult time!!!**
- Always remember your customers/employees/suppliers/landlord/bank and government employees and most importantly your family**

**FINAL STEP: BE HAPPY TO BE IN BUSINESS AGAIN !!!**