

**COVID-19  
RESPONSE**

# **6 STEP BUSINESS RECOVERY PLAN WORKSHEET**



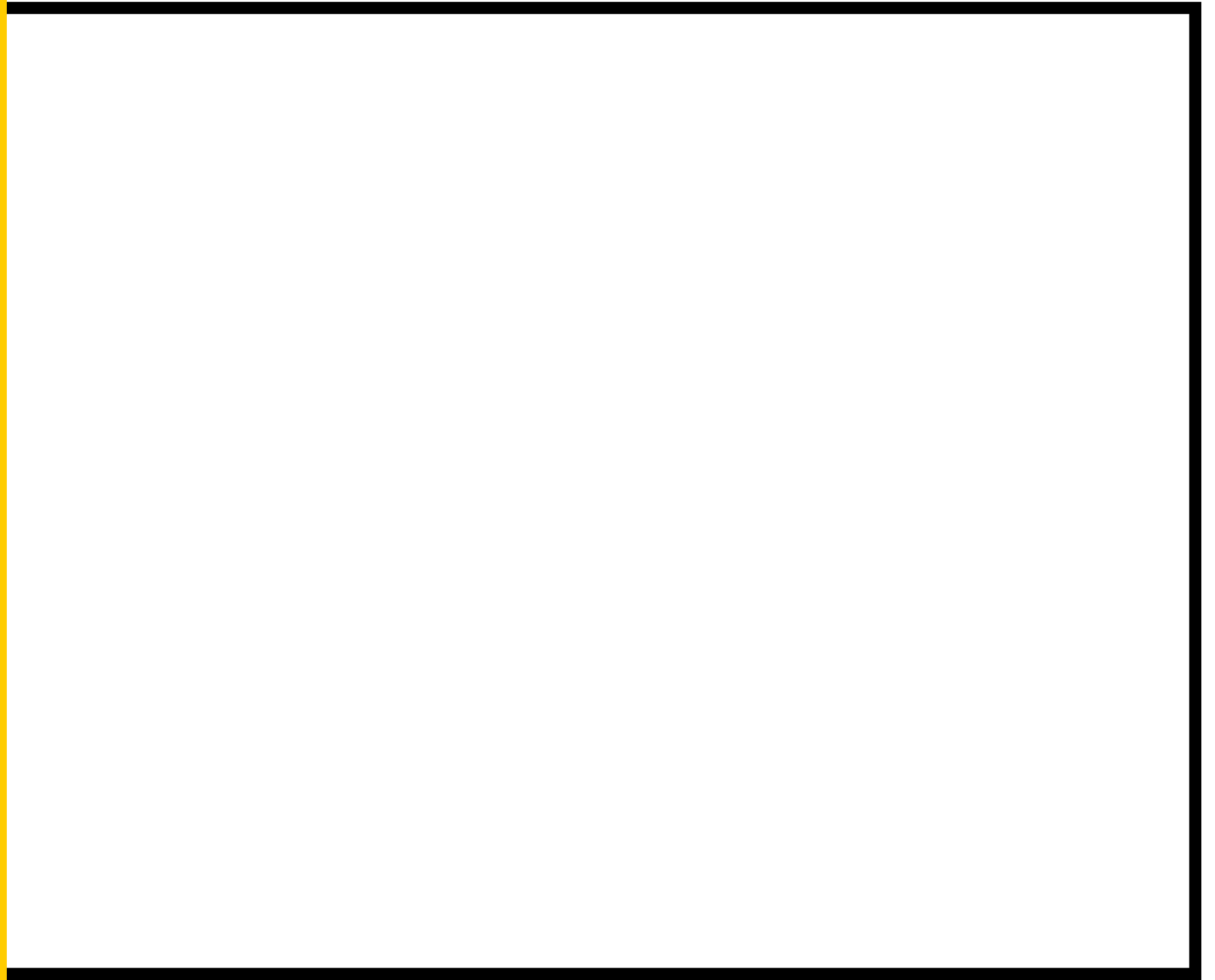
**MARELLI MARKETING**

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1

# ESTABLISH YOUR CURRENT SITUATION

STOP. Take a minute to assess what is happening to your business and list key problems and concerns.



# 2

## ASSESS OPTIONS & RESOURCES

Are you eligible for Government funding, what business adversary can help me(accountant, Govt org, Community org), websites, groups etc.

*See list of resources on next page.*

# GOVERNMENT FUNDING OPTIONS

- Payroll tax relief
- Rent assistance
- \$1 billion Working for NSW fund
- Wages assistance – JobKeeper payments
- Cash flow for employers payments
- Loan guarantees
- Apprentice and trainee subsidies
- Rent assistance
- Financially distressed businesses

# BUSINESS ADVERSARY

- Your accountant
- BEC Business Advice (NSW Govt funded)
- Business Australia
- Marketing / Communication services
- Online Webinars
- Facebook groups

3

## ESTABLISH BUSINESS POSITION

Can you continue to do business, even if it is slightly different or not at all.

**YES** ► How, what do I need to change to continue to do business/make sales.

**NO** ► What can I do for my business now to stay in my customers minds OR what can I create to implement later to increase sales.

# 4

## BRAINSTORM IDEAS

Establish some ideas your business can diversify or new strategies to implement in future to help increase cash flow.

### EXAMPLES

- selling online
- social media
- take-a-ways
- tutorials for your clients
- email campaigns
- new packages
- increase/diversify your skills

# 5

## CREATE A PLAN

Flesh out your idea(s) and create a plan to execute.

- What
- How
- Who
- When

# 6

## MOVE FORWARD WITH CONFIDENCE

Now that you know what you CAN do to get your business through this tough time.

List some key goals to achieve on a daily or weekly basis.

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