**List of potential implications of CoVid 19 on your business**



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| **Possible impact of CoVid 19 on business** | **Estimate of financial impact** | **Possible mitigating strategies** |
| An 80 per cent drop in physical traffic into your business for one to tw o months. | A 50 to 80 per cent fall in sales for two months, leading to your cash reserves becoming dangerously low . | * Act now to build your cash reserves.
* Invest in enhancing your ability to sell online and deliver goods to customers.
* Defer some stock orders.
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| A key supplier is unable to fill your orders for one to tw o months. | * 20 to 40 per cent decline in sales, or
* Having to shut your production line, or
* Your cash reserves become dangerously low
 | * Talk to your key suppliers about their CoVid 19 contingency plan.
* Seek alternative suppliers.
* Stockpile essential items you believe may run out.
* Act now to build your cash reserves.
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| A key customer stops placing orders with your business for three months. | A 15 to 30 per cent decline in revenue for up to three months, leading to your cash reserves becoming dangerously low . | * Talk to your key customers about their COVID-19 contingency plan.
* Seek new customers to offset decline in sales and reduce reliance on key customers.
* Offer discounts or other payment terms to that key customer to encourage them to keep buying from you.
* Encourage them to increase their purchases of your goods and services now before the full impacts hit their business.
* Act now to build your cash reserves.
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