

# COVID-19 **Crisis**



Business  
**Support**



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**Continuity**  
Planning



# Business Support & Continuity Planning

*Take advantage of the lockdown, treat it as an opportunity not an enemy*

Into The Blue's Covid-19 Crisis – Business Support and Continuity Planning service is fully funded up to \$2,000 by the Regional Business Partner Network through the Management Capability Voucher Fund. It has been setup by the Government to provide Business Advisor 1 on 1 support and coaching to cover the following areas:

- Employee Relations
- Health and Wellness
- Business Continuity Planning
- Marketing Support
- Finance and Cashflow Management
- Digital Enablement Services

This support will also include testing both the owners' and their business's resilience and providing coaching and support on how to increase that resilience.

As no two businesses or business owners are the same, this support and coaching will be tailored to your specific needs.

The following slides will go into more detail not all of which maybe relevant to your business.

# Employee Relations (HR)

## During The Lockdown and Alert-Level 3

- What do we do with and how do we treat our staff during this period?
- Can we do chargeable work during this period?
- Are we an Essential or an “On-Call Essential” business?
- Have we made a Covid-19 Wage Subsidy claim?
- Do we know how we are going to pay our staff and ourselves?
- Will we require the same levels of staffing post Alert-Levels 3 and 4?
- Are we prepared to hit the ground running once we are aloud back to work?
- Do we know who our key staff are, and can we provide cover if they go into isolation post Alert-Levels 3 and 4?
- What are our mission critical activities, and can we provide them with staff absences or a reduced workforce post Alert-Levels 3 and 4?



**If Eligible – Take advantage of the Wage or Self-employed Subsidies.**



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# Health and Wellbeing

This is one of the most underestimated and overlooked issues in the “can-do,” “she’ll be right” New Zealand and includes:

## Staff – both Employees and Contractors

- How do you stay in contact with your staff during lockdown and work from home periods?
- Are you doing anything extra to help stay at home staff feel part of the team?
- Are you helping staff to setup their own networks so they can stay in contact with each other?

## Business Owners

- Are you a border-line workaholic having difficulties in dealing with Alert-Level 3 and 4 restrictions worrying about the potential demise of your lifetime’s work?
- Are you prepared for further restrictions under Level 2?
- Do you have a network of people that you can talk to in times of need?
- Do you have someone to talk to about business issues or worries?
- Do you need help to setup technology so that you can keep-in-contact or trade remotely?
- Are you outside of your comfort zone?



# Business Continuity Planning

This includes short, medium and long-term plans on how to cope with the immediate issues of Alert-Levels 3 and 4, if the restrictions are extended, hitting the ground running post Alert-Levels 3 and 4 and a recovery plan once New Zealand comes out the other-side of the immediate Covid-19 crisis which includes:

## During The Alert-Levels 3 and 4 – take advantage of this time

- Ensuring that you are “agile” enough to make immediate decisions and changes to cope with the changing economic landscape. The future is still uncertain.
- Has your business suffered a downturn during Alert-levels 3 and 4 and is it likely to recover from this downturn in the short-term?
- Is your business structured to cope with the here and now?
- What are your mission critical activities?
- What is the economic landscape going to look like post Alert-Levels 3 and 4 and up to and after border restrictions are lifted?

This is a good time to look at your business’s current structure and how that structure will work post Alert-Level 3 and 4 restrictions and then to update / write your recovery plan. Remember that there is both government fully funded and co-funded money available to engage a Business Advisor for help and support.



**Take advantage of Government funded Business Advisors to help with Planning**



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# Marketing – Analysis, Planning and Strategies

This includes short to long-term plans on how to cope with the immediate issues of Alert-Level 3 and 4 restrictions, how to take advantage of any easing of restrictions, and marketing strategies to maximise your business's turnover as stringent restrictions are eased and we move into a smaller economic market.

## During The Alert-Levels 3 and 4 – take advantage of this time

- Ensure that you are “agile” enough to make immediate decisions and changes to cope with the changing economic landscape. The future is still uncertain.
- Is your business setup to operate remotely?
- How has Covid-19 affected your current market segments and market channels?
- Are your current market segments likely to improve as restrictions ease?
- Are there any potential markets that you can tap into that have been less affected by Covid-19?
- What are your competitors doing?
- Do you have a competitive edge or competitive advantage?

This is a good time to update / write your marketing strategy and marketing plan. Remember that there is both government fully funded and co-funded money available to engage a Business Advisor for help and support.



**Take advantage of the time provided by Alert-Level 3 and 4 restrictions**



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# Digital Enablement

Alert-Levels 3 and 4 have already illustrated the need for a “**Digital Presence**” in order to survive in a society with stringent restrictions on people movements and gatherings.

## A “**Digital Presence**” once a “nice-to-have” now and Essential

Six weeks of most businesses being in a “Lockdown” situation has seen the rapid growth of video conferencing meetings with Zoom being the new hero plus an unprecedented growth in online sales. **This is the new normal** so what are the requirements of the new normal:

- Do you have a professionally written website that stands out?
- When did you last update your website? A month ago, then it is out of date.
- Does your business have the ability to sell online i.e. internet sales?
- Do either you or your team spend too much time travelling to meetings?
- Does your business use online newsletter mailouts and did you know they can be linked to social media?
- Have you checked what your competition is doing?

A Digital Presence should form part of your marketing strategy and marketing plan.

A Digital Presence including website does not have to be expensive if you use the right people and the Government has included Digital Enhancement Services as part of their Covid-19 Business Support and Continuity Planning support package.



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**Zoom meetings, internet sales and websites are the new normal**

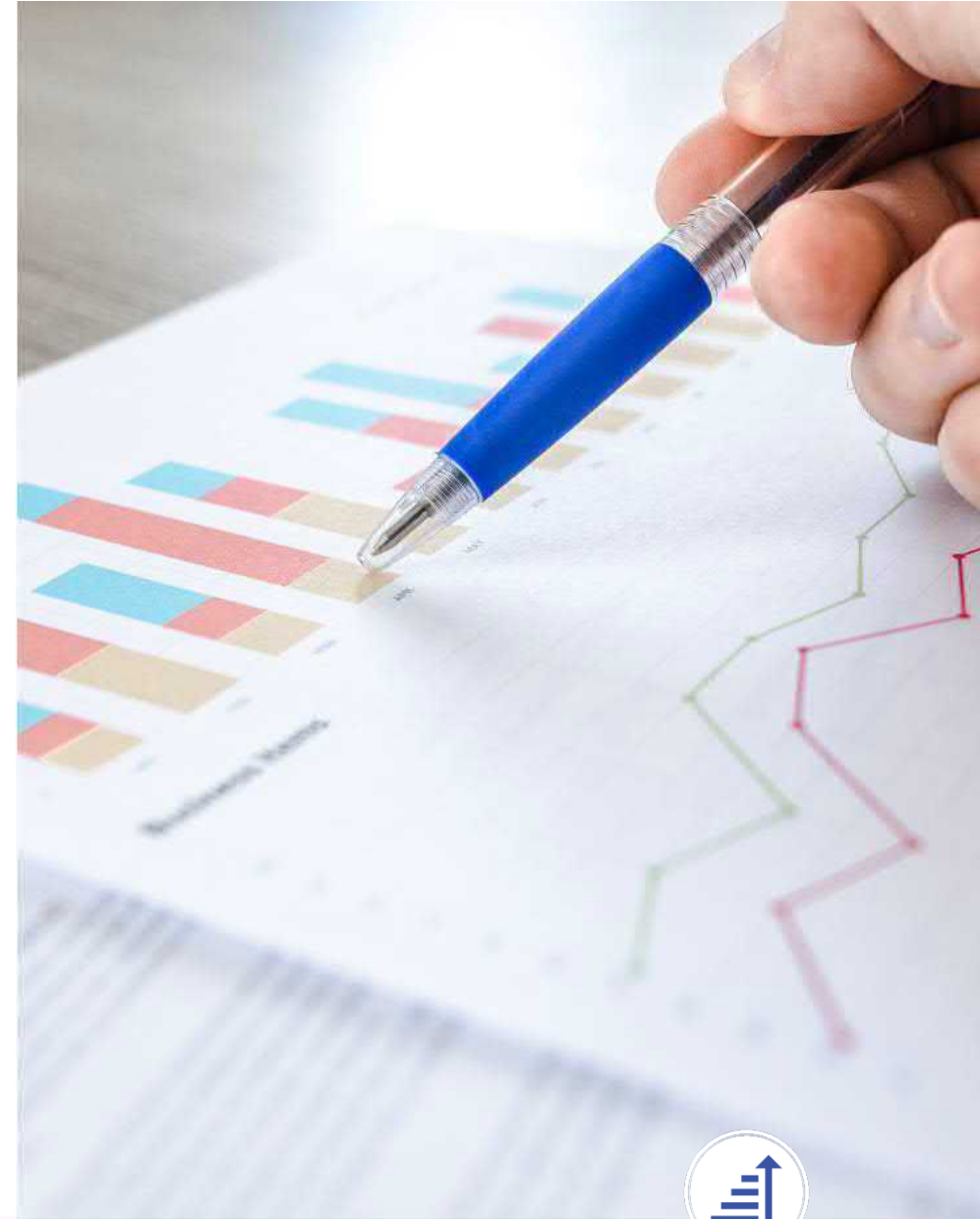
# Finance and Cashflow Management

This includes the impact of a downturn in your business from:

- Reduced production / productivity from potential staff shortages (sick, self-isolation, caring for family, etc).
- Reduced production from material shortages.
- Decrease in demand from the impact of strict / closed borders.
- The cost of changing your market strategy to target new markets.
- Cost cutting to generate funds and compete in the changed economic landscape.
- Refinancing loans to take advantage of lower interest rates.
- Potential staff redundancies to fit with a downscaled business.
- Updating cashflow plans on a regular basis to stay in-line with the changing economic landscape.
- Taking advantage of loan / mortgage holidays, the use of Government funding, loans, subsidies and tax deferments plus any other offers or arrangements that will help to maximise your cashflow such as a "Gem-card" which gives 6 months+ interest free on purchases.

**Keep on top of what funding, loans, subsidies and tax relief are being offered by the government, banks and other institutions as this is being updated on a very regular basis.**

**Don't be scared to take advantage of any offer that may improve your cashflow.**



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