

EMERGENCY PLAN OUTLINE

- I. Objective
- II. Background of the Challenge(s)
- III. Company Specific Financial Impact
- IV. General Business Backdrop (pre-crisis)
 - a. Biggest threats
 - b. Best case and mildly worst-case scenario
 - c. Worst-case scenario
- V. Preparation Plan for worst case
 - a. People
 - b. Cash
- VI. Margin of Safety
 - a. Team Communication with key leaders
 - b. The size and frequency of our cash flows from customer
 - c. The ability to increase our profit margins
 - d. Our ability to accelerate receivables
 - e. Our ability to borrow cheap money
 - f. The ability to impact and lower our expenses, **more immediately**
 - g. Government assistance
- VII. Plan of Action
 - a. Immediate cash plan
 - b. Immediate communication to stakeholders (employees/ vendors/partners)

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